

Site Served

## Pre-Roll Video

Similar to standard television commercials, these video ads play linearly prior to the consumer being able to access desired content, often other video content, resulting in high completion rates.

Assets	Specifications
<b>Video</b>	
<b>Format</b>	MP4 or MOV
<b>Encoding</b>	H.264
<b>Ratio</b>	16:9 preferred
<b>Frame Rate</b>	30fps preferred
<b>Length</b>	15s to 30s

### Availability

Devices

- iPhone, Android Smartphone
- iPad, Android Tablet

Placements

- In-App, Web

### Metrics

- Video impressions
- Video Quartiles (25%, 50%, 75%, 100%)
- 3<sup>rd</sup> party tracking accepted (metrics listed above) for all site-served units via an approved vendor
- Multiple tracking pixels supported
  - If site-served, each pixel should be provided separately
- If served via 3<sup>rd</sup> party, then must be embedded in the VAST

### 3<sup>rd</sup> Party Specs

- Only inline linear ads are supported
- FLV video files are not supported. If FLV files are provide along with MP4 video files, the MP4 will be used
- If the VAST XML response contains multiple MP4 video files, only the first will be used
- All tracking URLs within the VAST XML must not contain special characters. If special characters are used they must be encoded. Otherwise, the video will fail
- Unsupported special characters may include:  
| , ^, \*, ~, ", ( ), [], {}, :
- VAST Wrappers are not currently supported
- VPAID is currently not supported
- Tracking URLs for elements that we do not support will be ignored

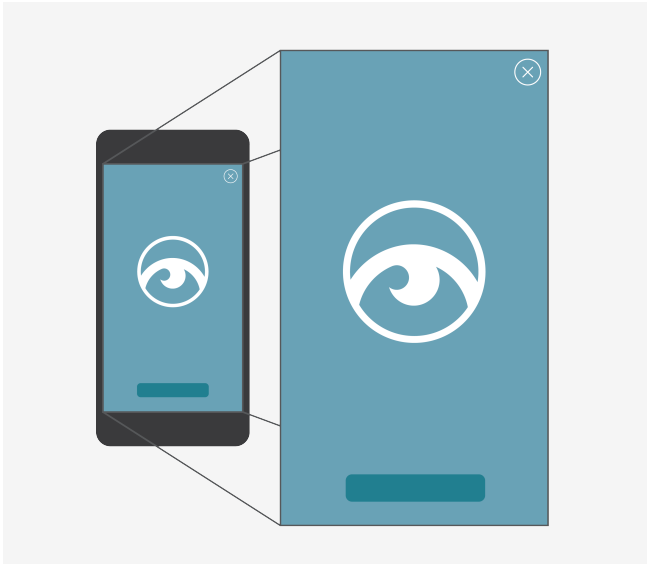
Site Served

## Raw Asset Delivery: All Ad Formats

Assets	Specifications
<b>Imagery / Fonts</b>	
<b>Logos</b>	<p>Corporate logos, corporate identity guidelines to be provided in the following format(s):</p> <p><b>Preferred: Illustrator (.ai)</b> Accepted: Photoshop (.psd), .eps, .jpg / .tiff (300 dpi max)</p>
<b>Creative Assets</b>	<p>Key visuals, copy, tagline, to be provided in the following formats:</p> <p><b>Preferred: Photoshop (.psd)</b> Accepted: Illustrator (.ai), .eps, .jpg / .tiff (300 dpi max)</p>
<b>Fonts</b>	Mac Format (.otf or .ttf)
<b>Audio</b>	
<b>Format</b>	Compressed MP3 Format
<b>Encoding</b>	44.1 kHz
<b>Constant Bit Rate</b>	128 kpbs
<b>Video</b>	
<b>Format</b>	MP4 or MOV
<b>Encoding</b>	H.264
<b>Ratio</b>	<b>Standard:</b> 16:9 <b>Vertical:</b> 9:16
<b>Frame Rate</b>	30fps preferred
<b>Length</b>	<b>Video Interstitial:</b> 15s to 30s <b>Video Lightbox:</b> 15s <b>Click to Video:</b> < 2:30
<b>Bit Rate</b>	5 MB

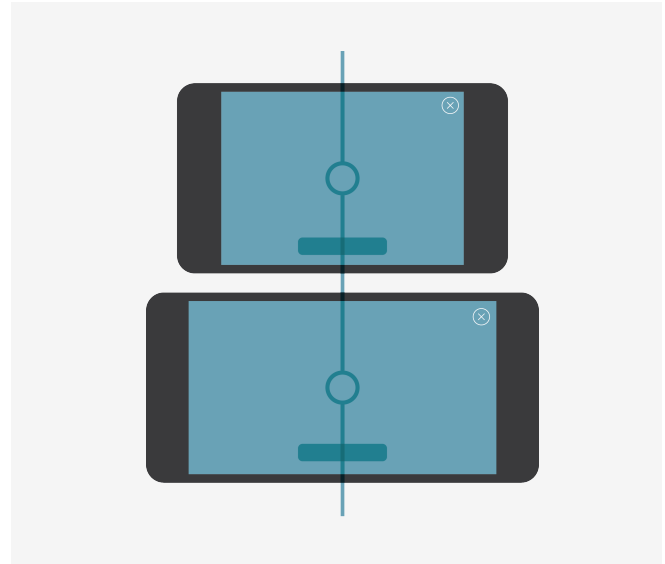
Site Served

## Appendix



### Ad Dimensions vs. Image Dimensions

Ad Dimensions are the number of pixels in the ad placement. Image Dimensions are the number of pixels in the image used in the ad placement. For hi-resolution graphics, the image dimensions are 2x the ad dimensions, so there are more pixels in the same ad space. This creates a crisper, clearer looking ad.

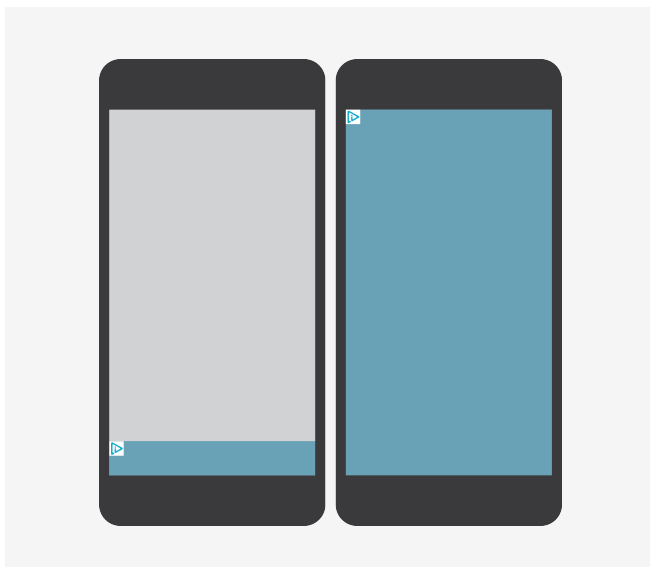


### Creative Positioning

Creatives are always centered within the ad placement; therefore, in landscape orientation the large screen extension is on the left and right. See our "Design Guides" for further information.

Site Served

## Appendix

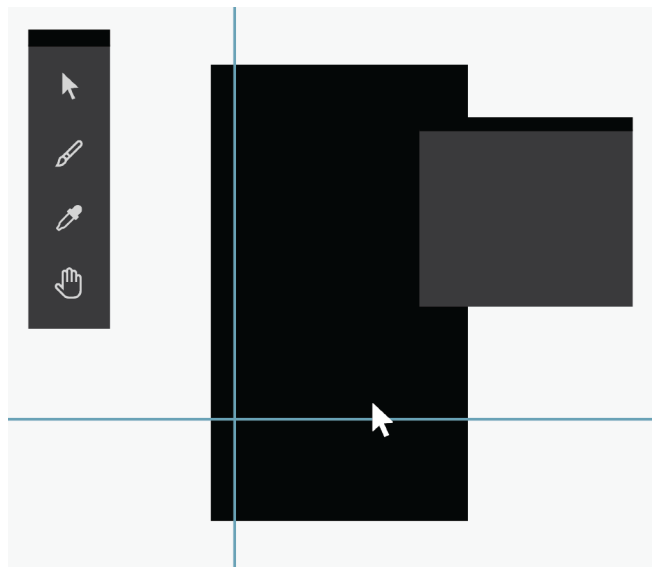


### DAA Ad Marker

The DAA (Digital Advertising Alliance) sets the standards for self-regulation of digital privacy and is enforcing industry-wide Mobile Privacy standards ensuring that the Ad-Choices logo and opt-out capability will be a part of creatives tied to audience campaigns using cross-app data.

By default, the Ad Marker appears in the top left 15 x 15 pixel corner of any banner, expanded banner, interstitial or video wrapper, however it may appear in any corner except the top right upon request. Video Plus products always display the Ad Marker in the bottom right 15 x 15 pixel corner.

Upon a tap, the 15 x 15 pixel icon expands to reveal information about Millennial Media and interest-based advertising and gives the user the option to opt out of behavioral targeting.



### Design Guidelines

Design guidelines in the form of PSDs are available for download for your convenience at:

[www.millennialmedia.com/design-guidelines](http://www.millennialmedia.com/design-guidelines)