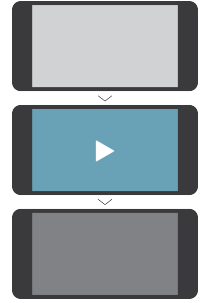


Site Served

Video Plus: Rich Media End Card

Video Plus includes a full screen video that plays instantly. A SKIP button to skip the video to reveal a custom rich media end card appears at the 7.5 sec mark. The video automatically resolves to the same rich media end card with custom CTAs if seen through to completion.

**Rich Media End Card - Portrait**

Ad Dimensions	Image Dimensions		Max File Size	
	Lo-res	High-res	Initial Load	Max Load
800 x 1200	NA	800 x 1200	300 KB	600 KB
Close Button			Replay Button	
Appears in the top right 50x50 pixels			Appears in the top left 50x50 pixels	

Rich Media End Card - Landscape

Ad Dimensions	Image Dimensions		Max File Size	
	Lo-res	High-res	Initial Load	Max Load
1200 x 800	NA	1200 x 800	300 KB	600 KB
Close Button			Replay Button	
Appears in the top right 50x50 pixels			Appears in the top left 50x50 pixels	

Raw Assets Delivery

File Format

- Layered PSDs for end card

Video

- Length: 15 to 30 seconds
- Format: MP4 or MOV
- Encoding: H.264 encoding
- Aspect Ratio
 - Standard: 16:9 (preferred) or 3:2
 - Vertical: 9:16
- Bit rate: 5 MB
- Frame rate: 30fps preferred
- Audio: AAC

VAST tags accepted for units without end card

3rd Party Served

Video Plus units are site served only

Metrics

- Video impressions
- Video Quartiles (25%, 50%, 75%, 100%)
- Multiple tracking pixels supported
- 3rd party tracking accepted (metrics listed above) for all site-served units via an approved vendor

Availability

Devices

- iPhone, Android Smartphone, iPad, Android Tablet

In-App placements only

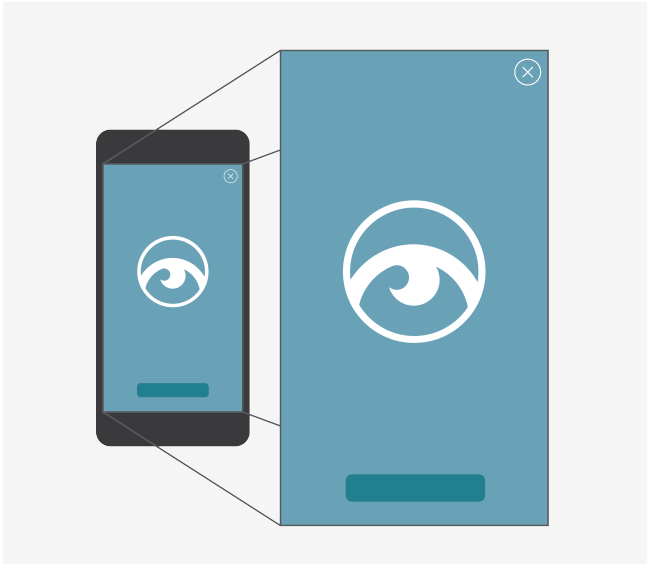
Site Served

Raw Asset Delivery: All Ad Formats

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

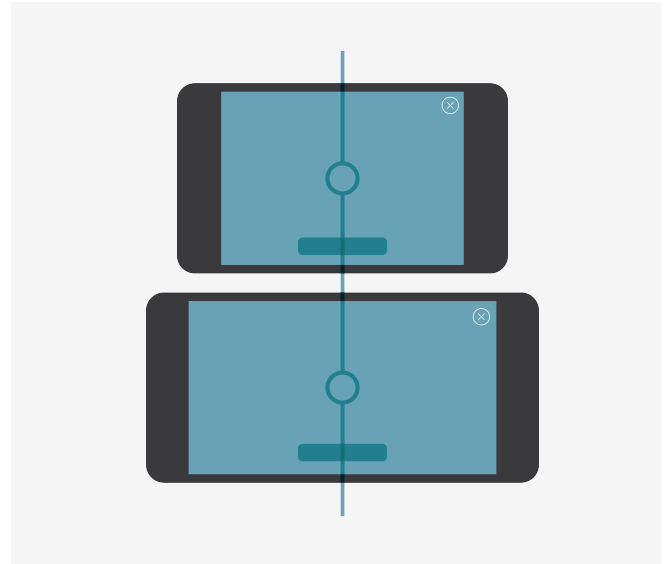
Site Served

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.

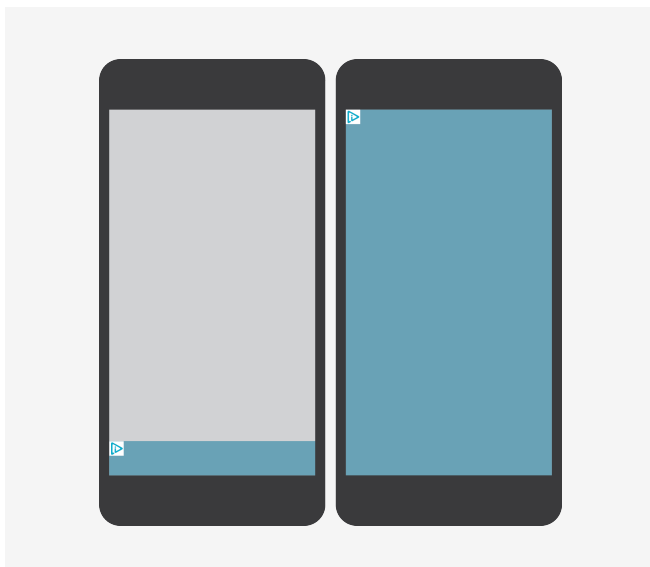


Creative Positioning

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

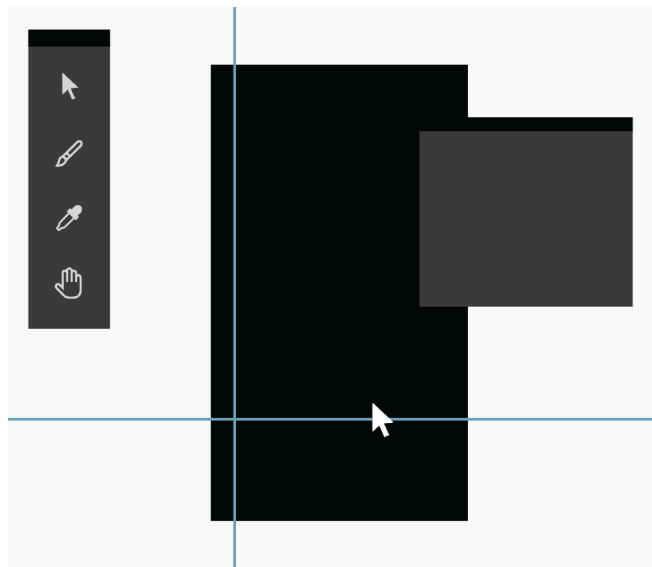


DAA Ad Marker

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