

# RICH MEDIA: CINEMATIC BANNER

POWERED BY: **buddy**  
by bg

This proven outstream video ad unit drive maximum brand awareness.

**Notes**

- An active clickthrough URL must be provided
- Include a Call-to-Action (eg. Find out more, Buy now)
- If the image has a white background, place a 1px border
- Image requirements are 2x ad dimensions for optimal quality in the final ad unit

| Ad Unit              | Creative Type | Dimensions to be supplied       | Formats  | Third Party Tracking    | Recommended File Size   | Lead Time (Working Days) |
|----------------------|---------------|---------------------------------|--|-------------------------|-------------------------|--------------------------|
| Cinematic<br>300x250 | Video         | 6-15 sec<br>(16.9 Aspect Ratio) | MP4 H.264 codec<br>and audio in AAC-<br>LC up to 48kHz | Tracking<br>pixels only | 2MB<br>(max size)       | 5 days                   |
|                      | End Image     | 600x500                         | jpg, png   |                         | 65-100kb<br>(max 150kb) |                          |

