

RICH MEDIA: IN-BANNER VIDEO

Add something extra to a display banner with an In Banner Video - available on MRECs, Half Pages & Billboards.

Notes

- An active clickthrough must be provided
- 30" can autoplay with no sound, 60" must be click initiated
- Player Controls: Visible play, pause & mute buttons required. Volume controls recommended.
- This ad unit can be built in-house to include supplied video
- Video must be muted & remain that way unless sound is initiated by the user
- Volume level for video: No higher than -24 Lkfs with a peak no higher than -1 dbFS. If loudness meter is unavailable, a good rule of thumb is not to peak higher than -12 dbFS

Ad Unit	Dimensions	Formats	Third Party Serving	Max File Size	Video File Size	Video Formats	Lead Time (Working Days)
MREC with Video	300 x 250	If not 3rd party served, this unit must be built in-house	Yes	100kb	30" 1.5mb 60" 3mb (polite loaded)	mp4	5
Half Page with Video	300 x 600	If not 3rd party served, this unit must be built in-house	Yes	100kb	30" 1.5mb 60" 3mb (polite loaded)	mp4	5
Billboard with Video	970 x 250	If not 3rd party served, this unit must be built in-house	Yes	100kb	30" 1.5mb 60" 3mb (polite loaded)	mp4	5

