



Preroll

Dimensions:	640x360 or larger, 16:9 aspect ratio recommended
File size:	unlimited
Audio:	allowed, recommended
Frames per second:	all allowed
Duration:	max. 15 sec unless otherwise agreed
Container format:	FLV, MOV, MP4, MPG, MPEG

Interactive Preroll

File type:	VPAID SWF
Aspect ratio:	16:9

Companion Ad:

Dimensions:	required: 468x60, 300x250px.
Audio:	not allowed
File type:	SWF, JPG or (animated) GIF.

Hosting:

preroll/interactive preroll and companion ad: Videostrip CDN;

Tracking and Targetting:

Beacons:	VAST 2.0, all creatives: createView, click, overlay: expand, collapse, acceptInvitation
ClickTags:	One per creative.
Audience targeting:	In case of audience targeting a pixel will be provided by Videostrip. Seeding is performed by client.

