



smartclip

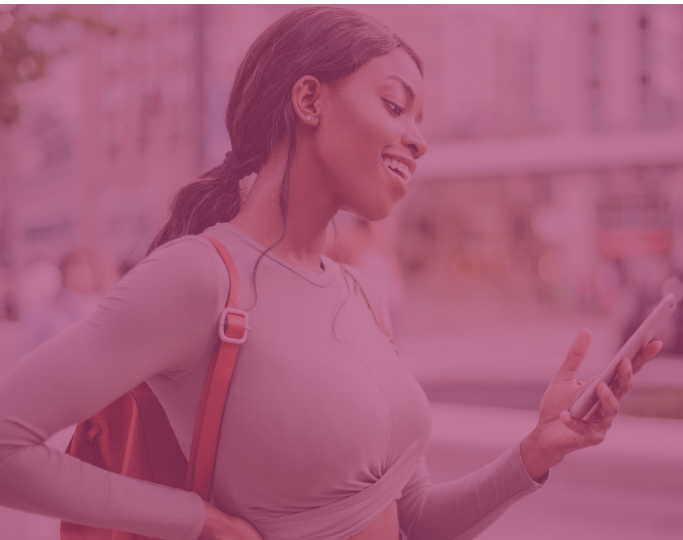
Ad Guide

In-Stream

2021

Contents

General Information	3
In-Stream Video Formats	4
Pre-Roll	4
Mid-Roll	4
Post-Roll	4
Bumper Ad	5



General Information



Technical Specifications

smartclip's best practices for video advertising creatives:

- Aspect ratio: 16:9 (standard widescreen)
- Video length: 15-25 seconds (recommended)
- The following setups are not allowed (settings will get applied by smartclip):
 - o Automatically expanding ads
 - o Inserted "close button"
 - o Preset cappings (geo, FC, device, etc.) by campaign/agency

For In-Text Branded Activation Ads, In-Text Interactive Ads, In-Text Choose Ads and all Rich Media Video Effect formats, in addition to video and imagery, please provide the CI Guide including colour code, fonts, logos as well as the desired wording (e.g. slogans) for the campaign.

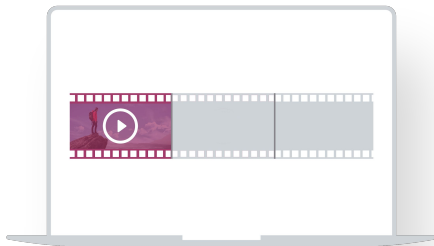
Subtitles/closed captioning: VAST 4.1 enables subtitles/closed captioning by standardising the delivery of closed captioning files. Please make sure to include closed caption file.

For IO, please provide all creative material or redirects at least 5 days before campaign start. Delayed/incorrect delivery can lead to a delayed starting date of the agreed campaign and a punctual start is no longer guaranteed. Changing ads during the campaign period may only be carried out with tested advertising assets and in accordance with smartclip.

Subject to prior consultation and agreements, other requirements may apply for individual forms of advertising/billing.

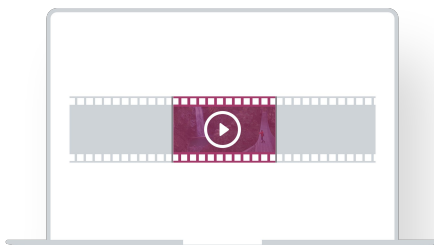
In-Stream Video Formats

Pre-Roll



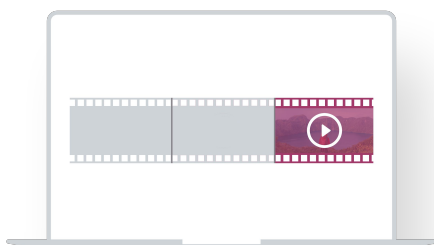
Pre-Roll video ads stream directly before the publisher's content begins. Since Pre-Roll ads precede featured content, they are more likely to be perceived by viewers as informative rather than intrusive, and drive key metrics such as brand awareness, brand engagement, brand favorability, and purchase intent.

Mid-Roll



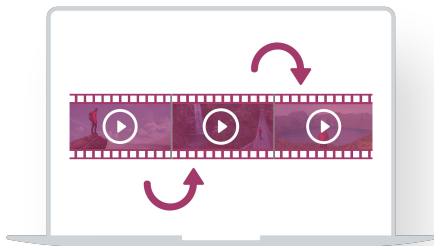
Mid-Roll video ads resemble conventional commercial breaks and stream in the middle of the publisher's video content. Since viewers that make it to a Mid-Roll ad are highly engaged and more likely want to view featured content to the end, this placement typically achieves high completion rates.

Post-Roll



Post-Roll video ads stream directly after the publisher's video content. Since Post-Roll ads follow featured content, they work well if your ad encourages viewers to perform an immediate action, as viewers are more likely to respond to a call-to-action when it does not distract them from the original featured content.

Bumper Ad



Available in all In-Stream environments, played out as a Pre-, Mid- or Post-Roll, the Bumper Ad is a short commercial with a maximum length of 6 seconds. Due to its short, user-friendly format, this ad receives high VTR and works well as a campaign supplement.

Pre-, Mid-, Post-Roll & Bumper Ad



Technical Specifications

Video File

Please provide a click URL and (optional) trackers.

File Type

MOV, MP4, MPG

Resolution

1920x1080 (recommended),
min. 1280x720

Aspect Ratio

16:9 (landscape)

File Size

max. 200 MB

FPS

24-30

Audio

min. 128 Kbps, 44 kHz, Stereo, ACC
or MP3 (recommended)

Video Bitrate

min. 2500 Kbps

Tag / Redirect Delivery

Please supply as a separate text file attachment.

Approved Tags

VAST 2.0, VAST 3.0, VPAID 2.0

Protocols

TLS (SSL)-enabled

VAST

linear VAST tags are accepted
(IAB standards)

VPAID

only supported as of Javascript

Video Bitrate

min. 2000 Kbps (CTV); min. 800 Kbps
(Desktop/Mobile)

Resolution

Creative to contain min. a media file
each of 640x360 and 960x540



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