



smartclip

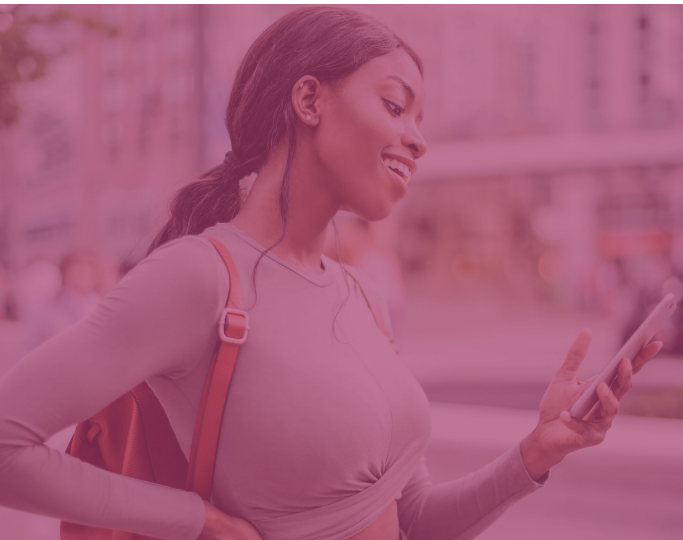
Ad Guide

Out-Stream

2021

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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):
 - Auto-playing audio (video sound can start through user interaction by click or by mouse-over; applicable for Out-Stream only)
 - Automatically expanding ads
 - Inserted "close button"
 - 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.

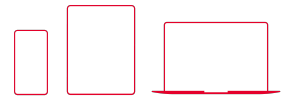
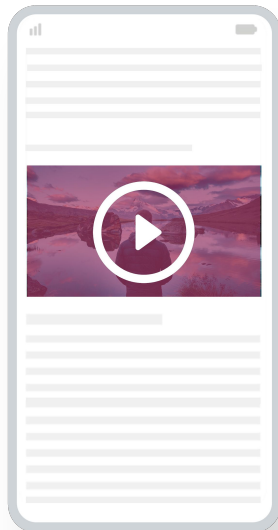
Subtitles/closed captioning: VAST 4.1 enables subtitles/closed captioning by standardising the delivery of closed captioning files. Please make sure to include closed caption file.

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.

Out-Stream: Standard Video Formats

In-Text Landscape Ad



Placed in a brand-safe, editorial environment, the In-Text Landscape Ads are embedded directly within the body of a publisher's text article. When scrolling up or down the publisher's article page, the video ad automatically starts once 50% of the player becomes visible and stops when less than 50% of the ad is visible. Viewable by design.

Landscape

☐ Desktop ☐ Tablet ☐ Mobile



Technical Specifications

Video File

Please provide a click URL and trackers (if applicable).

File Type

MOV, MP4, MPG

Video Resolution

1920x1080 (recommended),
1280x720 (minimum)

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, VAST 4.0, VPAID 2.0

Protocols

TLS (SSL)-enabled

VAST

linear VAST Tags are accepted
(IAB standards)

VPAID

only supported as of Javascript

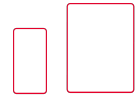
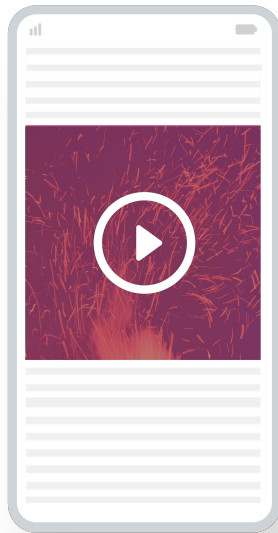
Video Bitrate

min. 2000 Kbps (CTV); min. 800 Kbps (mobile)

Resolution

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

In-Text Square Ad



In-Text Square Ads are embedded directly within the body of a publisher's text article within square-shaped placements with a 1:1 aspect ratio. Since 1:1 square video formats take up more real estate than In-Text Landscape Ads on mobile, they subsequently tend to perform better in terms of media views and engagement. A format well-known from social media campaigns, the player works in mobile environments. Viewable by design.

Square

○ Tablet

○ Mobile



Technical Specifications

Video File

Please provide a click URL and trackers (if applicable).

File Type

MOV, MP4, MPG

Video Resolution

1920x1080 (recommended),
1080x1080 (minimum)

Aspect Ratio

1:1 (square)

File Size

max. 200 MB

FPS

24-30

Audio

min. 128 Kbps, 44 kHz, Stereo, AAC 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, VAST 4.0, VPAID 2.0

Protocols

TLS (SSL)-enabled

VAST

linear VAST Tags are accepted
(IAB standards)

VPAID

only supported as of Javascript

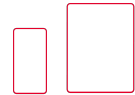
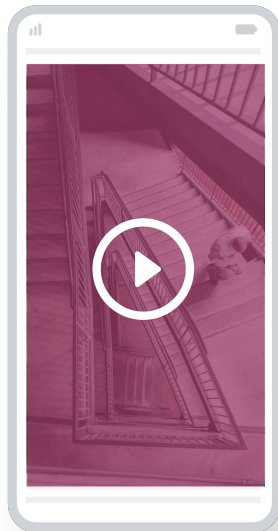
Video Bitrate

min. 2000 Kbps (CTV); min. 800 Kbps (mobile)

Resolution

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

In-Text Vertical Ad



In-Text Vertical Ads are embedded directly within the body of a publisher's text article in a vertical format with a 9:16 aspect ratio. Since vertical video ads span the height of a user's mobile screen, it creates an immersive experience with higher completion rates and engagement. A format well-known from social media campaigns, the player works in mobile environments. Viewable by design.

Vertical

☐ Tablet

☐ Mobile



Technical Specifications

Video File

Please provide a click URL and trackers (if applicable).

File Type

MOV, MP4, MPG

Video Resolution

1080x1920 (recommended),
720x1280 (minimum)

Aspect Ratio

9:16 (vertical)

File Size

max. 200 MB

FPS

24-30

Audio

min. 128 Kbps, 44 kHz, Stereo, AAC 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, VAST 4.0, VPAID 2.0

Protocols

TLS (SSL)-enabled

VAST

linear VAST Tags are accepted
(IAB standards)

VPAID

only supported as of Javascript

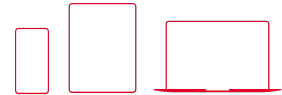
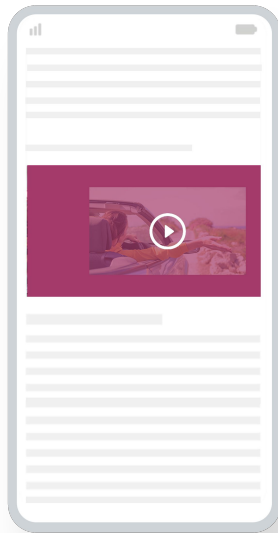
Video Bitrate

min. 2000 Kbps (CTV); min. 800 Kbps (mobile)

Resolution

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

In-Text Branded Activation Ad



By integrating imagery as a frame around their in-text video ad, the In-Text Branded Activation Ad enables advertisers to customise components of the media player with branded design and a clear call-to-action. When scrolling up or down the publisher's article page, the video ad automatically starts once 50% of the player becomes visible and stops when less than 50% of the ad is visible. Viewable by design.

Landscape

- Desktop
- Tablet
- Mobile

Square

- Tablet
- Mobile

Vertical

- Tablet
- Mobile



Technical Specifications

Video File

Please provide a click URL and trackers (if applicable).

File Type

MOV, MP4, MPG

Video Resolution

1920x1080 (recommended),
1280x720 (minimum)

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

Image Assets

1920x1080 (recommended),
1280x720 (minimum); JPG, PNG, PSD

Tag / Redirect Delivery

Please supply as a separate text file attachment.

Approved Tags

VAST 2.0, VAST 3.0, VAST 4.0, VPAID 2.0

Protocols

TLS (SSL)-enabled

VAST

linear VAST Tags are accepted
(IAB standards)

VPAID

only supported as of Javascript

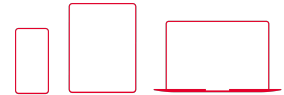
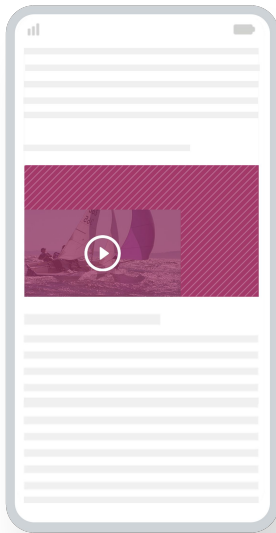
Video Bitrate

min. 2000 Kbps (CTV); min. 800 Kbps (mobile)

Resolution

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

In-Text Interactive Ad



The In-Text Interactive Ad enables advertisers to customise video ads with various (animated) graphic elements with the option of multiple click-throughs. When scrolling up or down the publisher's article page, the video ad automatically starts once 50% of the player becomes visible and stops when less than 50% of the ad is visible. The player works in both classic desktop as well as mobile environments. Viewable by design.

Landscape

- Desktop
- Tablet
- Mobile

Square

- Tablet
- Mobile



Technical Specifications

Video File

Please provide a click URL and trackers (if applicable).

File Type

MOV, MP4, MPG

Video Resolution

1920x1080 (recommended),
1280x720 (minimum)

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

Image Assets

1920x1080 (recommended),
1280x720 (minimum); JPG, PNG, PSD

Tag / Redirect Delivery

Please supply as a separate text file attachment.

Approved Tags

VAST 2.0, VAST 3.0, VAST 4.0, VPAID 2.0

Protocols

TLS (SSL)-enabled

VAST

linear VAST Tags are accepted
(IAB standards)

VPAID

only supported as of Javascript

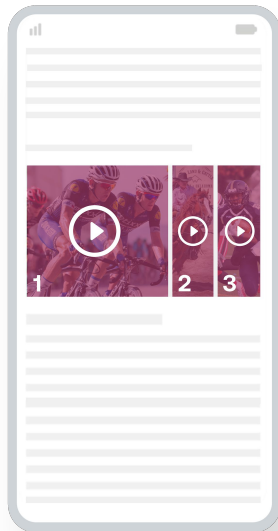
Video Bitrate

min. 2000 Kbps (CTV); min. 800 Kbps (mobile)

Resolution

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

In-Text Choose Ad



With In-Text Choose Ads, the viewer has the option to select from various spots and can actively choose which ad is played. When scrolling up or down the publisher's article page, the video ad automatically starts once 50% of the player becomes visible and stops when less than 50% of the ad is visible. The player works in both classic desktop as well as mobile environments. Viewable by design.

Landscape

- ☐ Desktop
- ☐ Tablet
- ☐ Mobile

Square

- ☐ Tablet
- ☐ Mobile



Technical Specifications

Video File

Please provide a click URL and trackers (if applicable).

File Type

MOV, MP4, MPG

Video Resolution

1920x1080 (recommended),
1280x720 (minimum)

Aspect Ratio

16:9 (landscape)

File Size

max. 200 MB

FPS

24-30

Audio

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

Video Bitrate

min. 2500 Kbps

Image Assets

1920x1080 (recommended),
1280x720 (minimum); JPG, PNG, PSD

Tag / Redirect Delivery

Please supply as a separate text file attachment.

Approved Tags

VAST 2.0, VAST 3.0, VAST 4.0, VPAID 2.0

Protocols

TLS (SSL)-enabled

VAST

linear VAST Tags are accepted
(IAB standards)

VPAID

only supported as of Javascript

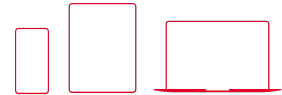
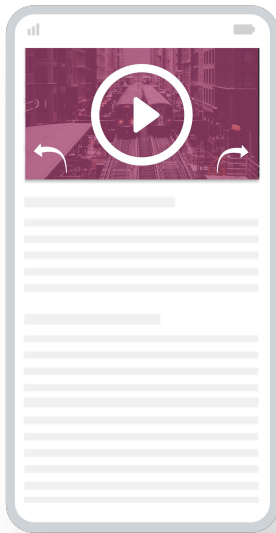
Video Bitrate

min. 2000 Kbps (CTV); min. 800 Kbps (mobile)

Resolution

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

In-Swipe Ad



As for the In-Text Landscape Ad, the In-Swipe Ad appears once 50% of the player becomes visible when scrolling down on a publisher's article page, but it does not disappear as the viewer continues scrolling. The In-Swipe Ad remains sticky on the top third of the page. The user can easily swipe left or right to skip the ad. The player works in mobile web environments. Viewable by design.

Landscape

○ Tablet

○ Mobile



Technical Specifications

Video File

Please provide a click URL and trackers (if applicable).

File Type

MOV, MP4, MPG

Video Resolution

1920x1080 (recommended),
1280x720 (minimum)

Aspect Ratio

16:9 (landscape)

File Size

max. 200 MB

FPS

24-30

Audio

min. 128 Kbps, 44 kHz, Stereo, AAC 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, VAST 4.0, VPAID 2.0

Protocols

TLS (SSL)-enabled

VAST

linear VAST Tags are accepted (IAB standards)

VPAID

not supported

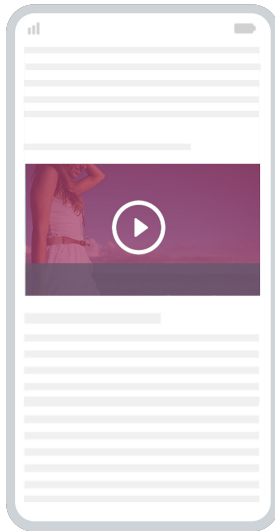
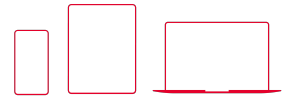
Video Bitrate

min. 2000 Kbps (CTV); min. 800 Kbps (mobile)

Resolution

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

In-Text Dynamic Ad



Dynamic ads are creatives that automatically change in order to adapt content to each user, ensuring that each user is exposed to the most effective creative based on their personal interests. This competitive video ad format effectively combines reach and relevance and is available in all in-stream and out-stream environments.

Landscape

- Desktop
- Tablet
- Mobile

Vertical

- Tablet
- Mobile



Technical Specifications

Physical Ad / Video Delivery

(no tag / redirect delivery possible)

File Type

MP4

Resolution

1920x1080 (recommended),
min. 1280x720

Aspect Ratio

16:9 (landscape)
9:16 (vertical)

File Size

max. 200 MB

FPS

24-30

Audio

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

Video Bitrate

min. 2500 Kbps

Dynamic Overlay Format

Step 1

Please supply a meta data excel sheet including:

- **Store details** (address, house number, postal code, city)
- **Overlay duration and frequency**

Step 2

Option A

The advertiser/buyer supplies final PSD for the overlay integration.

Option B — Full-service

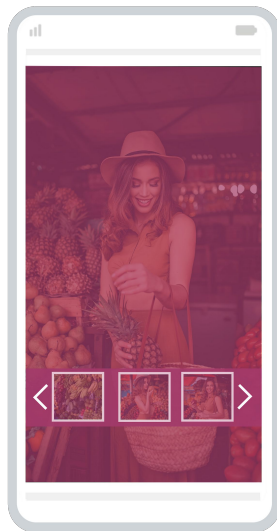
smartclip creates the dynamic components according to the advertiser's brief (includes two rounds of revisions).

For the brief, please take into account the customisable banner features:

- ✓ Colour and transparency of overlay: RGB or HEX
- ✓ Copy (3-5 lines max. recommended)
- ✓ Font:
 - Type (Arial, Helvetica, Verdana, Times New Roman, Georgia; for individual fonts, please consult the design team)
 - Size (8-12 recommend; 14 max. for headline)
 - Colour
- ✓ Delivery of impression/click-tracking (if desired)
- ✓ Logo files (PSD or PNG recommended)

Out-Stream: Rich Media Video Effect Formats

In-Text Carousel Ad



IO booking only



Eye-catching advertising by using multiple images within one ad, the In-Text Carousel Ad lends itself to the promotion of various product catalogues or special offers. With its highly flexible design, the In-Text Carousel can combine up to 8 images within one advertisement and each image can link to an individual URL. Viewable by design.

Landscape

- ☐ Desktop
- ☐ Tablet
- ☐ Mobile

Vertical

- ☐ Mobile



Technical Specifications

Please provide a click URL and trackers (if applicable).

File Type

JPG, PNG, PSD

Pixels Accepted

1x1 (all tags must be TSL [SSL] only)

Aspect Ratio

16:9 (landscape)
9:16 (vertical)

Resolution

960x540 (landscape)
720x1280 (vertical)
(responsive to the page level)

Number of Main Image

1

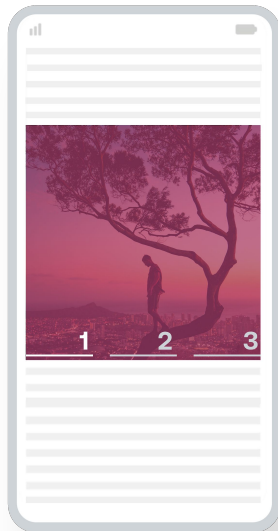
Minimum Number of Slides

3

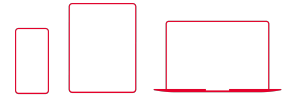
Maximum Number of Slides

8

In-Text Slideshow Ad



IO booking only



A versatile and cost-effective ad format, the In-Text Slideshow Ad works through visual storytelling. The slideshow is activated once 50% of the player becomes visible and stops when less than 50% of the ad is visible. It is easy to create with low production costs while at the same time it provides an attractive video effect. Viewable by design.

Landscape

- Desktop
- Tablet
- Mobile

Square

- Tablet
- Mobile

Vertical

- Mobile



Technical Specifications

Please provide a click URL and trackers (if applicable).

File Type

JPG, PNG, PSD

Pixels Accepted

1x1 (all tags must be TSL [SSL] only)

Aspect Ratio

16:9 (landscape)
1:1 (square)
9:16 (vertical)

Resolution

960x540 (landscape)
540x540 (square)
720x1280 (vertical)
(responsive to the page level)

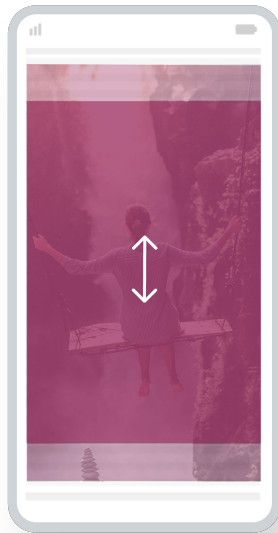
Minimum Number of Slides

3

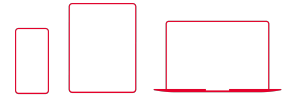
Maximum Number of Slides

8

In-Text Parallax Ad



IO booking only



Gradually shown across the entire display, the In-Text Parallax Ad becomes visible while scrolling down the publisher's article page. Composed of one main static ad, the In-Text Parallax is an interactive ad experience capturing engagement and attention in a non-intrusive way. Viewable by design.

Landscape

- Desktop
- Tablet
- Mobile

Vertical

- Tablet
- Mobile



Technical Specifications

Please provide a click URL and trackers (if applicable).

File Type

JPG, PNG, GIF

Pixels Accepted

1x1 (all tags must be TSL [SSL] only)

File Size

200 KB for each mobile image
300 KB for each desktop image

Visible Slot Ratio

1:1 (mobile)
1:2 (desktop)

Image Dimension Mobile

768x1565 (vertical)
1024x860 (landscape)

Image Dimension Desktop

1000x1000 (vertical)
1000x2028 (landscape)



smartclip

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