



smartclip

# Ad Guide

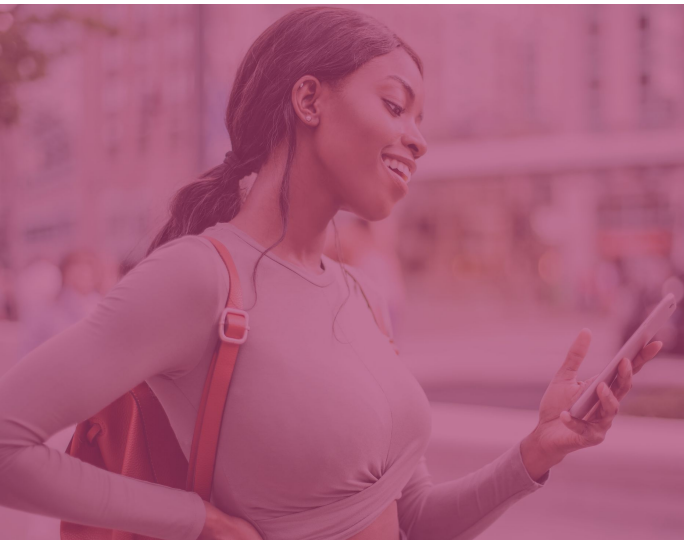
Display and Rich Media IT

2021

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## General Information



### **Technical Specifications**

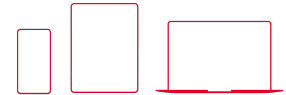
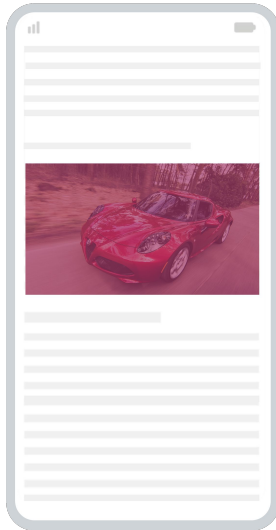
Subtitles/closed captioning: VAST 4.1 enables subtitles/closed captioning by standardising the delivery of closed captioning files. Please make sure to include closed caption file.

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.

## Display and Rich Media Formats

### D-Stream



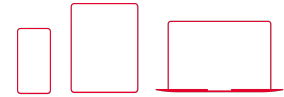
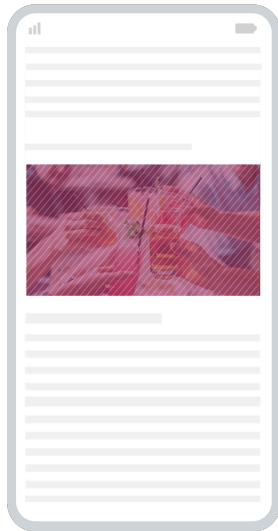
Benefiting from prime positioning, the high-performing D-Stream ads are display ad formats that are embedded in Pre-Roll or In-Text video ad placements.

#### Landscape

- Desktop
- Tablet
- Mobile

If you like to learn more about the D-Stream ad format, please contact [traffic.it@smartclip.tv](mailto:traffic.it@smartclip.tv).

## D-Stream Interattivo



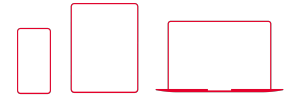
Elevating the classic display format, D-Stream Interattivo ads include interactive features for maximum user engagement. The customisable display ad formats are embedded in Pre-Roll or In-Text video ad placements with animated graphic elements and/or multiple click-throughs.

### Landscape

- Desktop
- Tablet
- Mobile

If you like to learn more about the D-Stream Interattivo ad format, please contact [traffic.it@smartclip.tv](mailto:traffic.it@smartclip.tv).

## Ghostover



Without interfering with the user's browsing behaviour, Ghostover ads are animated, highly effective overlay ad formats that appear for 6-8 seconds on top of a publisher's editorial content.

### Landscape

- Desktop
- Tablet
- Mobile



## Technical Specifications

### Video File

**Compressor**  
Apple QuickTime

**Extension**  
mov

**Format**  
PNG

**Format / Information**  
Portable Network Graphic

**Codec ID**  
png

**Output Video Channel**  
RGB + alpha

**Duration**  
6-8 seconds

**Bitrate modes**  
Variable

**Pixel format**  
BGRA

**Orientation**  
Portrait and landscape

**Frame rate mode**  
Constant

**Frame rate**  
24,000 fps

**Compression mode**  
Lossless

**Bit / (pixel \* frame)**  
1.406

### Audio File

**ID**  
2

**Format**  
PCM

**Format settings, Endianness**  
Little

**Format Settings, Sign:**  
Signed

**Codec ID**  
sowt

**Bitrate modes**  
Constant

**Channels**  
2 channels

**Channel positions**  
Front: L R

**Sampling Rate**  
48.0 kHz

**Bit depth**  
16 bit



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