



smartclip

# Ad Guide

In-Stream IT

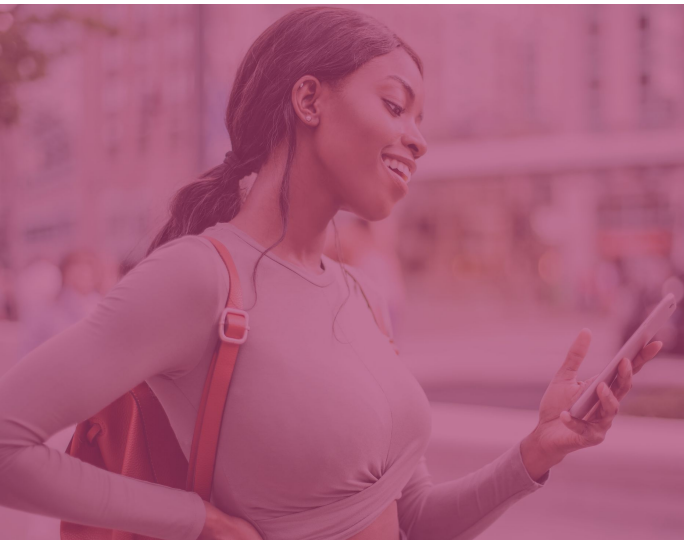


2021

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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):
  - o Automatically expanding ads
  - o Inserted "close button"
  - o Preset cappings (geo, FC, device, etc.) by campaign/agency

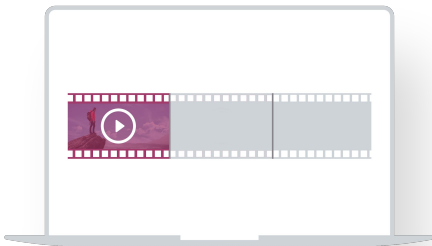
Subtitles/closed captioning: VAST 4.1 enables subtitles/closed captioning by standardising the delivery of closed captioning files. Please make sure to include closed caption file.

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.



## 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

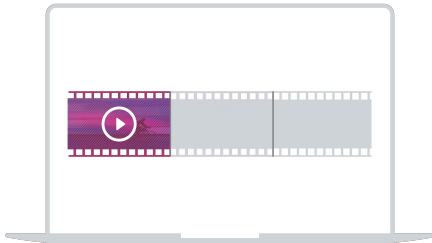
### Video Bitrate

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

### Resolution

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

## Pre-Roll Interattivo



Pre-Roll Interattivo video ads function like classic Pre-Roll ads but include customised interactions like widgets and call-to-actions for maximum user engagement.

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



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