



smartclip

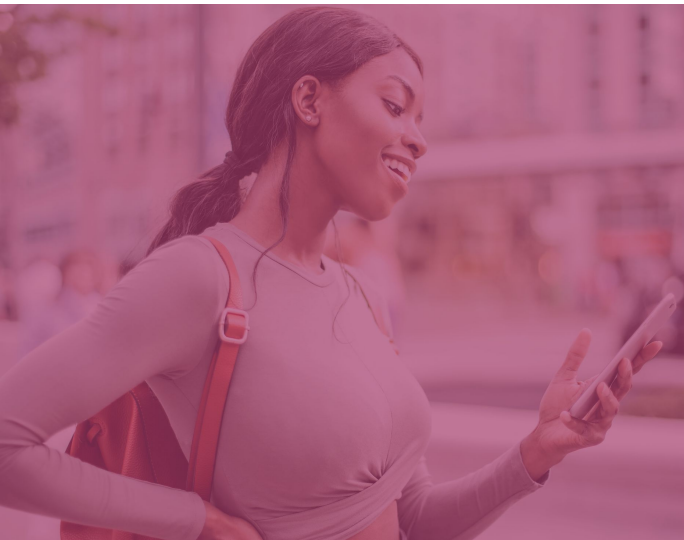
Ad Guide

Out-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 Auto-playing audio (video sound can start through user interaction by click or by mouse-over; applicable for Out-Stream only)
 - o Automatically expanding ads
 - o Inserted "close button"
 - o Preset cappings (geo, FC, device, etc.) by campaign/agency

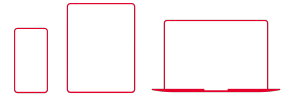
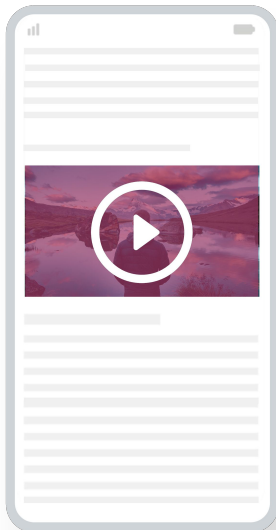
Subtitles/closed captioning: VAST 4.1 enables subtitles/closed captioning by standardising the delivery of closed captioning files. Please make sure to include closed caption file.

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.

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

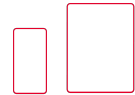
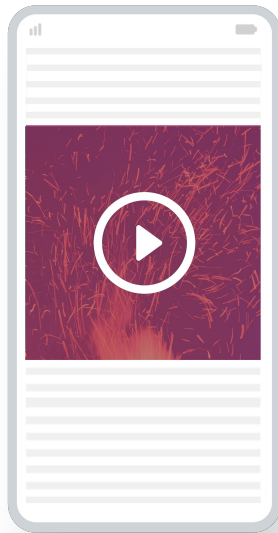
Video Bitrate

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, 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

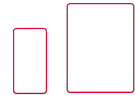
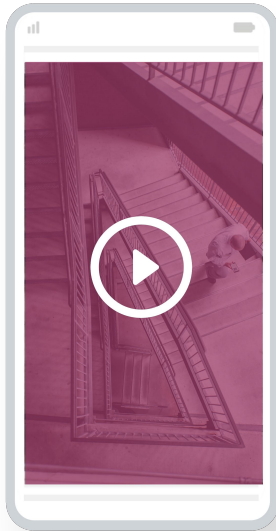
Video Bitrate

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

Resolution

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

In-Text 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, 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

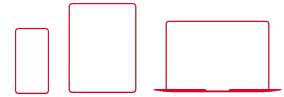
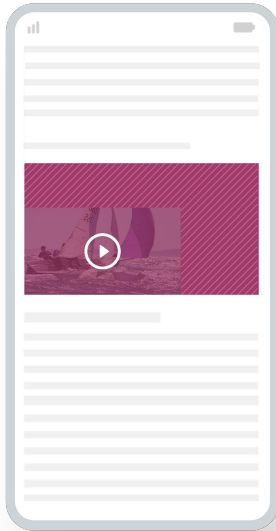
Video Bitrate

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

Resolution

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

In-Text Interattivo Ad



The In-Text Interattivo 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

If you like to learn more about the In-Text Interattivo ad format, please contact traffic.it@smartclip.tv.



smartclip

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