

# VEVO AD SPECIFICATIONS





# ONLINE AD FORMATS

Please see screenshots for visual examples

**PLEASE NOTE: SSL capability is required! All tracking tags and 3<sup>rd</sup> party creative URLs must begin with HTTPS://**

PLACEMENT	FILE TYPE	MAX FILE SIZE	MAX ANIMATION	FRAMERATE	FLASH VERSION	AUDIO	CONTROLS/ BUTTONS	NOTES
<p><b>Pre-Roll</b> 16:9 to be delivered as minimum 1280x720 (full frame)</p> <p>4:3 to be delivered as minimum 1280x720 (with pillar boxing). Please only provide 4:3 if this is the native aspect ratio</p> <p><b>Please Note:</b> We convert pre-roll to serve to users depending on their bandwidth . Therefore, all minimum spec requirements must be met</p>	<p>The preferred file format for video delivery is MP4, H.264 compression</p> <p><b>The following file formats can also be accepted</b></p> <ul style="list-style-type: none"> <li>MP4, 3GPP and MOV files. Supporting h264, mp4 video codecs, ProRes 422 and AAC audio codec</li> <li>AVI, WMV</li> <li>FLV - Adobe-FLV1 video codec, MP3 audio</li> </ul>	1GB	:30s	<p>Native: No less than 23.98</p> <p>VEVO will encode to 30fps</p> <p>Bitrate: Unrestricted - min1800kpbs</p>	N/A	N/A	N/A	<ul style="list-style-type: none"> <li>Please preserve native aspect ratios</li> <li>No postage stamp videos (black bars all around)</li> <li>For 16:9 videos please <b>do not</b> add letterboxing or pillarboxing as this will result in the video playing as a postage stamp and will have a bad viewing experience</li> <li>A semi-transparent time bar is placed over the bottom 22 px of the video which may obscure its content. Please take this into consideration when creating your video and refrain from including any essential elements in this space.</li> </ul>
<p><b>VAST Served Pre-Roll</b></p> <p>16:9 or 4:3 aspect ratio Preferred resolution 1280x720</p> <p>Linear Vast 1.0 &amp; Vast 2.0 Creative Accepted</p>	<p>Must contain 3 file types: mp4, flv &amp; webm</p> <p>Minimum video resolution 640x360 or 640x480</p> <p>Please ensure the video files are provided at the highest quality and resolution possible otherwise video quality will be affected.</p>	10MB	:30s	30fps	N/A	N/A	N/A	<ul style="list-style-type: none"> <li>All VAST creative must adhere to these specs as we cannot convert the creative in these tags</li> <li>Vast served pre-roll CANNOT be used for mobile campaigns</li> </ul>
<p><b>Overlay</b> (480x70px)</p> <p>This Unit Must Be Served By VEVO</p>	.swf only	100kb	:10s	24fps exactly	8, 9 or 10 (AS2 or AS3)	No Sound	<p>No rollover animations or buttons allowed</p> <p>No clickTag required on the 480x70</p>	<ul style="list-style-type: none"> <li>The background and any major objects <b>must</b> have a max alpha of 80% (or 20% transparency).</li> <li>Prior to asset delivery, please test overlay animation here: <a href="http://invideotester.appspot.com">http://invideotester.appspot.com</a> <b>Please note: this is not checking the creative spec</b></li> <li>Please do not use external/custom libraries as we cannot guarantee their functionality.</li> <li>InVideo overlays are loaded into a flash container that will be loaded and reloaded without garbage collection.</li> </ul>
<p><b>300x250px</b> Display Or Companion</p> <p>and</p> <p><b>300x60px</b> Companion</p>	.Swf, .Jpg or .Gif	50kb  If using 3 <sup>rd</sup> Party please ensure 50kb Initial Load And Max 2.2MB Polite Load	:30s	Up to 24fps	7, 8, 9 or 10 (AS3 or lower)	On Click Only	<ul style="list-style-type: none"> <li>Ad Unit Must Have A Complete Border</li> <li>Any Effects Must Be User-initiated</li> </ul> <p>When submitting these assets please use a Flash button clickTag within the actionscript. The button must be the top layer</p> <p><b>For AS2:</b></p> <pre>on (release){     _gotoURL(clickTag, "_blank"); }</pre> <p><b>For AS3: Please note:</b> If building a clickTag using AS3 please change 'Link_1' to the instance name of your clickTag button</p> <pre>Link_1.addEventListener(MouseEvent.CLICK, function(event: MouseEvent): void {     var sURL: String;     if ((sURL = root.loaderInfo.parameters.clickTag)) {         navigateToURL(new URLRequest(sURL), "_blank");     } });</pre>	

PLACEMENT	FILE TYPE	MAX FILE SIZE	MAX ANIMATION	FRAMERATE	FLASH VERSION	AUDIO	CONTROLS/ BUTTONS	NOTES
Branded canvas & original content branded canvas (1500x620)	JPG, PNG – this must be a static image	300kb	N/A	N/A	N/A	N/A	N/A	<ul style="list-style-type: none"> <li>All skins must be built using the template and guidelines provided. Please refer to your Account Manager for these</li> </ul>
Entertainment Trailer Unit  Carousel poster Image (970x350px)	JPG – this must be a static image	200kb	N/A	N/A	N/A	N/A	N/A	<ul style="list-style-type: none"> <li>This unit is available for entertainment client sponsorships only</li> <li>This unit is built by VEVO</li> <li>For the Carousel poster image please provide the largest, high quality image available and our in house design team will crop this to the required size (970x350px). This image cannot contain wording.</li> <li>Please note that the straplines inserted by VEVO are in white text. The image must be dark enough for white text to show against</li> </ul>
Video Trailer (video asset and 300x60px companion)	<p>Please provide this asset in HD quality with the highest possible resolution. Preferred file type – MP4</p> <p>The following file formats are also accepted</p> <ul style="list-style-type: none"> <li>MP4, 3GPP and MOV files. Supporting h264, mpeg4 video codecs, and AAC audio codec</li> <li>AVI, WMV</li> <li>FLV - Adobe-FLV1 video codec, MP3 audio</li> </ul>	1GB For Delivery (5mb For Serving)	Max 10 minutes	N/A	N/A	N/A	N/A	<ul style="list-style-type: none"> <li>See specs for 300x60px companion on the previous page</li> <li>Please also send the following straplines:               <ul style="list-style-type: none"> <li>- Title of the film, TV series or video game</li> <li>- The tune-in message i.e. In cinemas today, Starts 16<sup>th</sup> July</li> <li>- Call to action i.e. Watch the trailer now</li> </ul> </li> </ul> <p>The length of the messaging will vary depending on the background of the creative. Please try to keep this as concise as possible. We may need to adjust the wording if it overlaps any of the creative.</p>
Homepage Carousel Logo (300x60px)	High resolution master version of logo	N/A	N/A	N/A	N/A	N/A	N/A	<ul style="list-style-type: none"> <li>This unit is built by VEVO</li> <li>Please only provide a high resolution version of the advertiser logo. VEVO will build the 300x60 unit in-house and will include standard 'Presented By' messaging</li> </ul>



## CONNECTED DEVICES AD FORMATS

**PLEASE NOTE: We will only invoice via 3<sup>rd</sup> parties that have mobile tracking capabilities. Currently this is Mediamind and Doubleclick. We can accept standard non-mobile tracking but if there are any discrepancies we will report from VEVO's numbers**

PLACEMENT	FILE TYPE	MAX FILE SIZE	MAX ANIMATION	FRAMERATE	NOTES
<p><b>Pre-Roll</b> (1280x720 (16:9) or 1280x960 (4:3) Video Asset)</p> <p><b>Please Note:</b> We convert pre-roll to serve to users depending on their bandwidth . If you do not provide a pre-roll in the highest available specification the pre-roll quality will be affected.</p> <p><b>PLEASE NOTE: WE CANNOT RUN VAST TAGS FOR MOBILE PRE-ROLL CAMPAIGNS</b></p>	<p>The preferred file format for video delivery is MP4</p> <p><b>The following file formats can also be accepted</b></p> <ul style="list-style-type: none"> <li>MP4, 3GPP and MOV files. Supporting h264, mp4 video codecs, and AAC audio codec</li> <li>AVI, WMV</li> <li>FLV - Adobe-FLV1 video codec, MP3 audio</li> </ul>	1gb (for delivery. 5mb for serving)	:30s	30fps exactly	<ul style="list-style-type: none"> <li>This unit covers all connected devices platforms including mobile, Xbox and Roku</li> <li>If letterboxing is added to a video before it is uploaded (i.e. in the case of creating a 4:3 video from a 16:9 master), the widescreen player will add pillarbox bars too, resulting in black bars all around the video (windowboxing) and a bad viewing experience</li> <li>Any creative that is not sent to spec will be converted to meet the Preroll spec in this document</li> <li>Please note preroll running on our living room devices do not have a click through and cannot be 3<sup>rd</sup> party tracked i.e. Xbox and ROKU</li> </ul>
320x48px	.jpg or .gif	50kb	N/A	N/A	<ul style="list-style-type: none"> <li>This unit serves on iPhone and Android only</li> </ul>
<p><b>1024x768px</b> (1024x250px visible area. See notes for more detail)</p>	.jpg or .gif	100kb	N/A	N/A	<ul style="list-style-type: none"> <li>This unit serves on iPad only</li> <li>Please place your 1024x250px creative into the PSD template provided <a href="#">HERE</a>. Alternatively there is a .png template <a href="#">HERE</a></li> <li>Please ensure the full creative is exported and sent to us as 1024x768px. The entire creative must be no more than 100kb</li> </ul>
1024x704px and 2048x1408px	.jpg or .gif	300kb for each unit	N/A	N/A	<ul style="list-style-type: none"> <li>This unit serves on iPad only</li> <li>Please use the provided template to build these two ad units. The template can be found <a href="#">HERE</a> <ul style="list-style-type: none"> <li>Within the template you will need to hide the layer named 'MOCK FPO' and save two files – one for the 1024x704px and one for the 2048x1408px</li> </ul> </li> </ul>
300x300px Logo	.jpg or .gif	50kb	N/A	N/A	<ul style="list-style-type: none"> <li>This unit serves on iPad only</li> <li>This unit is a 'sponsored by' logo only</li> </ul>
<p><b>Xbox Pre-Roll Tile</b> 208x156px Logo</p>	.jpg or .gif	50kb	N/A	N/A	<ul style="list-style-type: none"> <li>This unit serves on Xbox only</li> <li>This unit is a 'sponsored by' logo only</li> <li>Please be aware this unit does not click through</li> </ul>



## APPROVED THIRD PARTY VENDORS

<https://support.google.com/youtube/bin/answer.py?hl=en&answer=188572&topic=30086&ctx=topic>

**PLEASE NOTE: SSL capability is required! All tracking tags and 3<sup>rd</sup> party creative URLs must begin with HTTPS://**

**PLEASE NOTE: For mobile campaigns we will only invoice via 3<sup>rd</sup> parties that have mobile tracking capabilities. Currently this is Mediamind and Doubleclick. We can accept standard non-mobile tracking but if there are any discrepancies we will report from VEVO's numbers**



# PLACEMENT SCREENSHOTS



The screenshot displays the VEVO website interface. At the top, the navigation bar includes the 'vevo' logo, 'VEVO TV', 'SEARCH 🔍', 'BROWSE', and a user profile 'Jonathan Ramos'. The main content area is a video player with a large grey rectangle in the center labeled 'Pre-roll ad unit'. Below the video player is a control bar with a progress indicator at 2:35/4:20 and icons for back, forward, and full screen. Underneath the video player is a row of social sharing icons (clock, share, plus, info, cart) and a grey box labeled '300x60px Companion'. Below this are two companion ad units. The first is a portrait of Adele with the text 'VEVO posted an artist 12 min ago'. The second is a group photo of One Direction with the text 'VEVO posted a video 12 min ago', the title 'One Direction "Best Song Ever"', and a short paragraph: 'Costumes, makeup - it's finally here and it's hilarious. Check out each one of their new alter-egos.' Below the text are share and plus icons.

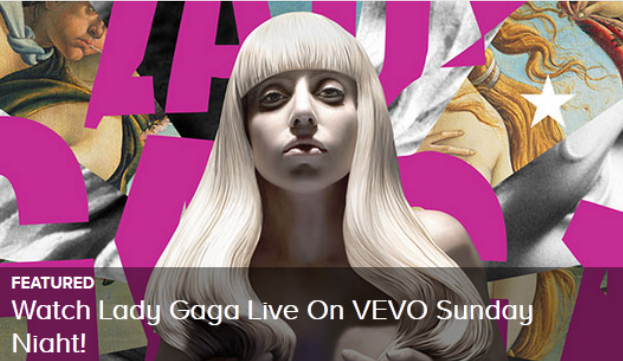
The 300x60 ad unit is the only companion that serves on VEVO.com

The screenshot displays the VEVO website interface. At the top, the 'vevo' logo is on the left, and navigation links for 'VEVO TV', 'SEARCH Q', and 'BROWSE' are in the center. A user profile 'Jonathan Ramos' is on the right. The main content is a video player for the song 'Royals' by Lorde, directed by David Chen. A pink '480x70px Overlay' is positioned over the bottom right of the video. Below the video player is a navigation bar with icons for clock, share, plus, info, and cart. To the right of these icons is a pink '300x60px Companion' ad. Below the navigation bar are two promotional cards. The left card features a portrait of Adele and the text 'VEVO posted an artist 12 min ago'. The right card features a photo of the band One Direction and the text 'VEVO posted a video 12 min ago' and 'One Direction "Best Song Ever"'. Below the One Direction card are share and plus icons.

The 300x60 ad unit is the only companion that serves on VEVO.com. If your overlay campaign is also running on YouTube please provide a 300x250 companion

vevo SEARCH BROWSE Sign In

# vevo | NEWS




**FEATURED**  
Watch Lady Gaga Live On VEVO Sunday Night!

by Jim Macnie on November 8th, 2013, 12:23:00 pm

Lady Gaga fans know their hero has been singing about esteemed artist Jeff Koons of late. They also know that the global superstar goes big when it's time to kick off a new release. How big? To celebrate the arrival of her wildly-anticipated *ARTPOP* album, Gaga will perform this Sunday night at a secret New York location in a one-time-only event titled *artRave*. In our latest episode of *VEVO Presents*, *artRave* will stream live exclusively across the VEVO platform on Sunday, November 10 at 11:30 pm ET/8:30 pm PT. It will be the first time that the world will hear all the new songs from *ARTPOP* in concert. Yes, Little Monsters, this is a show for the ages. **WATCH IT RIGHT HERE SUNDAY NIGHT**

[Read More...](#)



300x250px Display

Related Videos

YouTube GB

miley cyrus

Upload

GUIDE

Popular uploads

1/12

1 Miley Cyrus - Wrecking Ball by MileyCyrusVEVO

2 Miley Cyrus - We Can't Stop by MileyCyrusVEVO

3 Miley Cyrus - Can't Be Tamed by MileyCyrusVEVO

4 Miley Cyrus - When I Look At You by MileyCyrusVEVO

5 Miley Cyrus - Who Owns My Heart by MileyCyrusVEVO

6 Miley Cyrus - We Can't Stop (Audio) by MileyCyrusVEVO

1:51 / 3:42

Miley Cyrus - Wrecking Ball

MileyCyrusVEVO 19 videos

3,874,279

309,621,782

1,466,084 795,343

Like About Share Add to

Published on Sep 9, 2013  
Pre-Order the album "Bangerz" at iTunes: <http://smarturl.it/bangerz?lqid=yt>

Music video by Miley Cyrus performing Wrecking Ball. (C) 2013 RCA Records, a division of Sony Music Entertainment

Buy "Wrecking Ball" on Google Play

300x60px Companion

Christmas at M&S by marksandspencertv 41,629 views Ad

49 videos YouTube Mix - Miley Cyrus - Wrecking Ball

Miley Cyrus - We Can't Stop by MileyCyrusVEVO 271,834,388 views

Please note: only the 300x60 companion unit runs with the pre-roll on vevo@YT

The image shows a YouTube video player interface. At the top, the search bar contains "one direction story of my life". The video player shows a scene with a sign that reads "ONE DIRECTION STORY OF MY LIFE DIRECTED BY BEN WINSTON". A grey overlay with the text "480x70px Overlay" is positioned at the bottom of the video frame. To the right of the video player is a grey companion ad area with the text "300x250px Companion". Below the video player, the video title "One Direction - Story of My Life" is displayed, along with the channel name "OneDirectionVEVO" and a subscriber count of 9,479,495. The video has 28,456,707 views and 20,150 dislikes. A list of related videos is shown on the right side of the page.

**Please note: only the 300x250 companion unit runs with the overlay on vevo@YT. If you want to run companions with the overlay on VEVO and YT please supply a 300x60 and a 300x250 ad unit**




YouTube GB

Search: [ ] Upload

GUIDE

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300x250px Display

Britney Spears - Ooh La La (From The Smurfs 2)

BritneySpearsVEVO 72 videos 22,058,296 views

Subscribe 1,775,733

Like About Share Add to

Published on Jul 11, 2013  
Download on iTunes:  
<http://www.smarturl.it/BritneyOohLaLa...>

The Smurfs 2

Buy "Ooh La La (from The Smurfs 2)" on Google Play

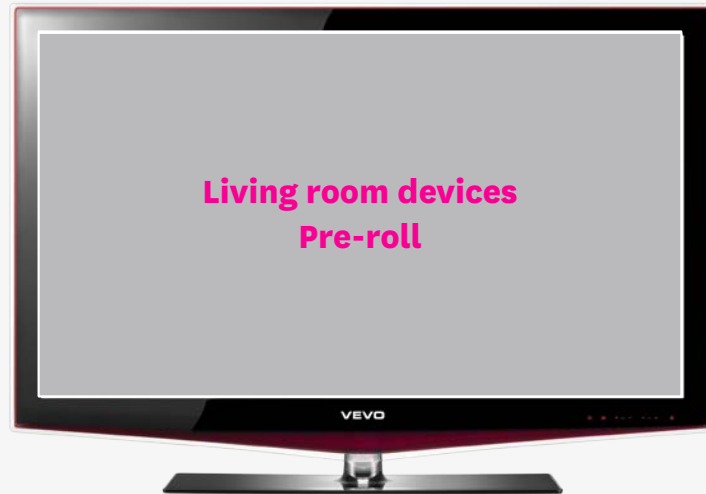
New Samsung Galaxy S4 by SAMSUNGMOBILEUK 55,024 views Ad

YouTube Mix - Britney Spears - Ooh La La (From The Smurfs 2)

Britney Spears - Work B\*\*ch by BritneySpearsVEVO 44,673,418 views

Britney Spears - Criminal by BritneySpearsVEVO 15,968,181 views

Britney Spears - Circus by BritneySpearsVEVO 90,876,156 views

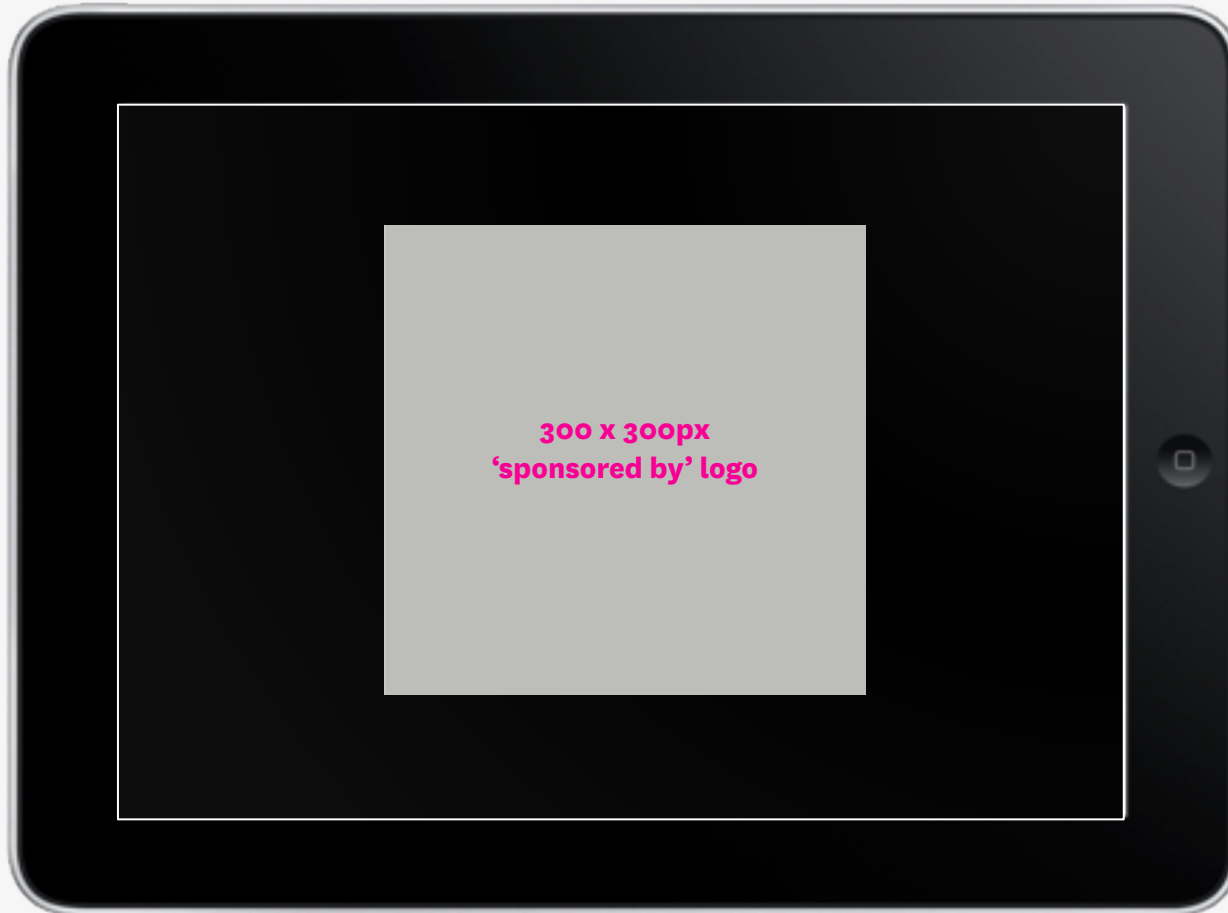


**Please note: Pre-roll is scaled to each devices screen size & is also designed to deliver to a user based on their bandwidth. Please provide the highest quality video possible. Lower resolution video files will result in poor quality ad delivery**



This unit runs on iPhone and Android devices only. No targeting available





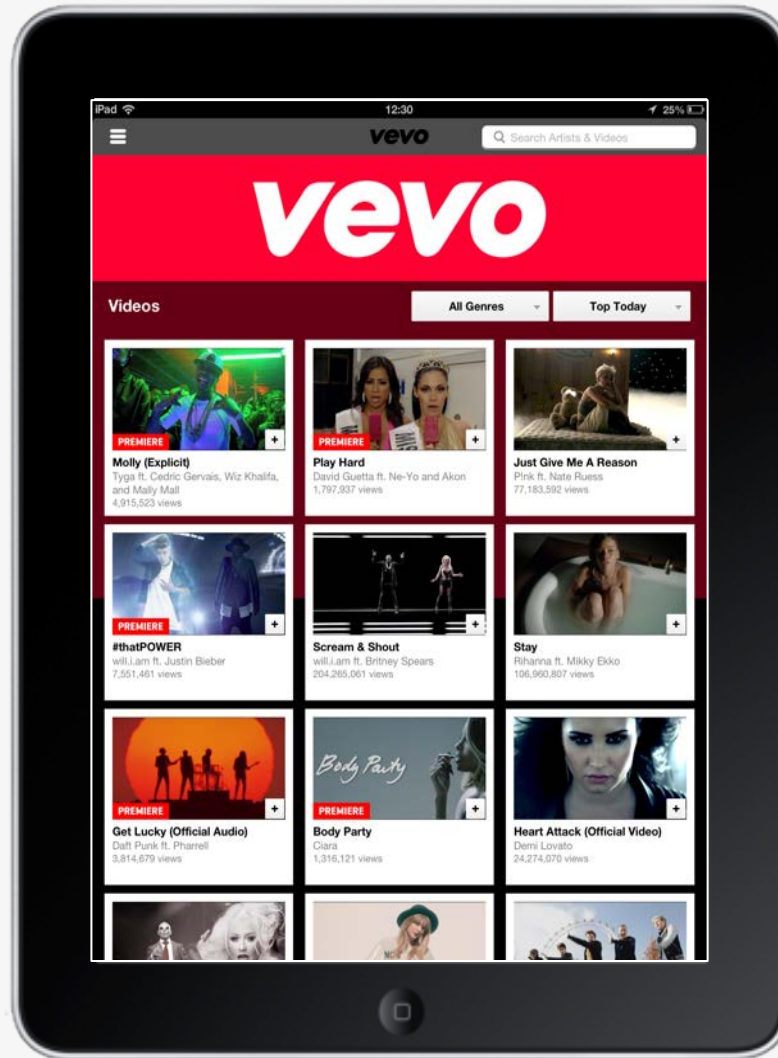
**This unit runs on the iPad loading screen only**

**For platform and mobile takeovers. Ad must consist of 'sponsored by' message and advertiser logo only**



**This unit runs on iPad only. No targeting available**

**Please note: the creative message must be positioned at the bottom of the ad unit. The top 1024 x 518px must be made up of a solid colour (please see the template link in the specs table for more information)**



**This unit runs on iPad only. No targeting available**

**Please ensure you send both creative sizes and the creative message is only within the viewable area (please see the template link in the specs table for more information)**

The banner is set against a light gray background with a white navigation bar at the top. The navigation bar contains the **vevo** logo on the left, and the links **VEVO TV**, **SEARCH Q**, **BROWSE**, and **USER** on the right. The main content area is divided into three sections:

- Left Section:** A full-length photograph of a bald man in a light blue button-down shirt and dark trousers. To his right, the text **MUSIC TO YOUR EYES** is displayed in large white letters. Below this, the **vevo** logo is shown in red, followed by a purple **WATCH NOW** button.
- Center Section:** A laptop is shown with the Vevo website interface on its screen. The interface includes the **vevo** logo, the Windows 8 logo, and a "FEATURED" section with two video thumbnails. One thumbnail shows Taylor Swift and Ed Sheeran, and the other shows Justin Bieber. To the right of the laptop, the text **VEVO ON WINDOWS 8** is written in white, with a purple **LEARN MORE** button below it.
- Right Section:** A large, abstract graphic consisting of overlapping red and purple shapes.

Available for sponsorship campaigns, runs on vevo.com watch pages only. See guidelines for more detailed specs on the two versions of this ad unit

CAROUSEL POSTER IMAGE - 970 X 350PX

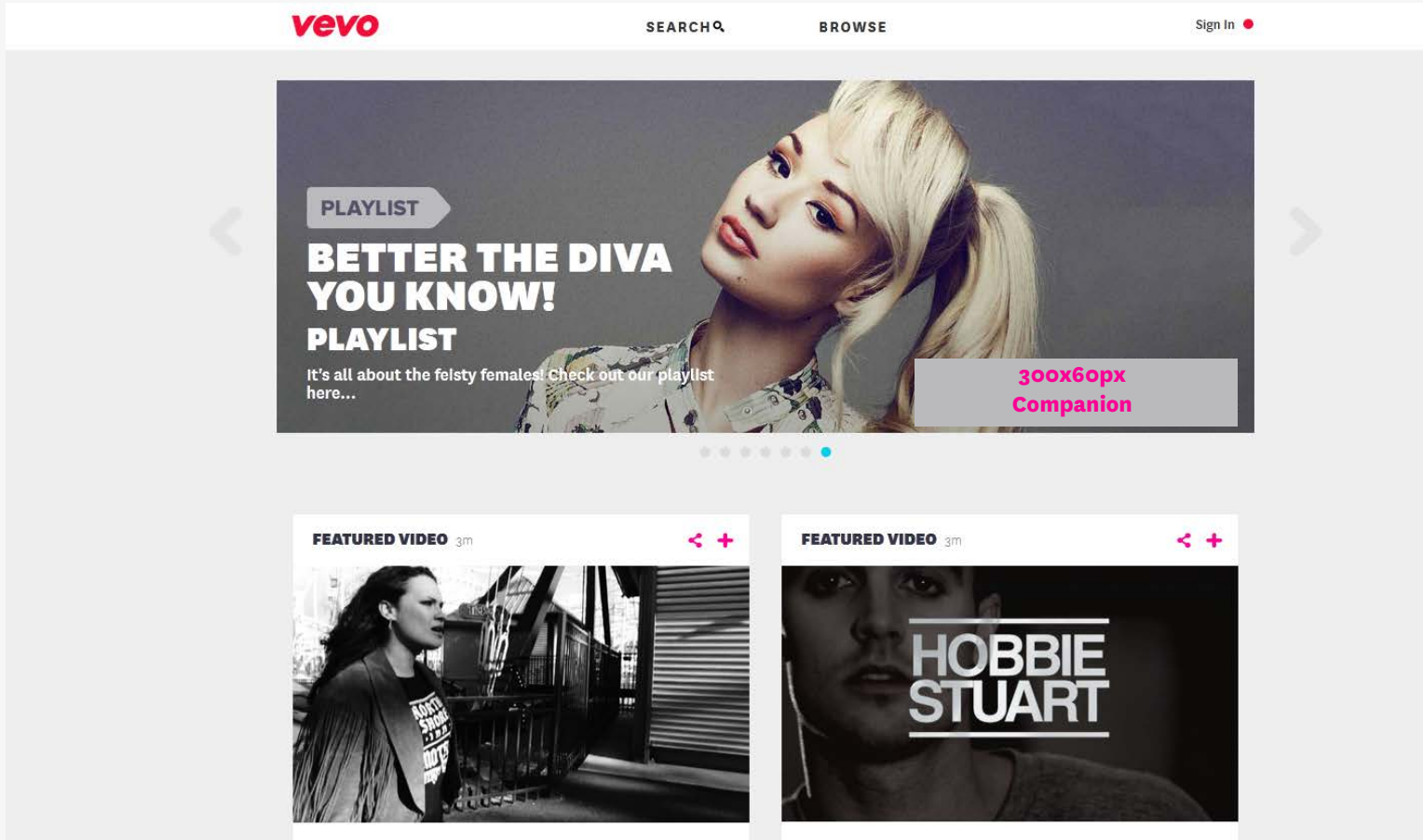
The screenshot shows a Vevo website interface with a navigation bar at the top containing 'vevo', 'VEVO TV', 'SEARCH', 'BROWSE', and a user profile 'Jonathan Ramos'. Below the navigation is a large carousel poster for 'DARK KNIGHT RISES' with the text 'PREMIERES JULY 16' and 'Watch the official trailer now.'. Below the poster are four video thumbnails:

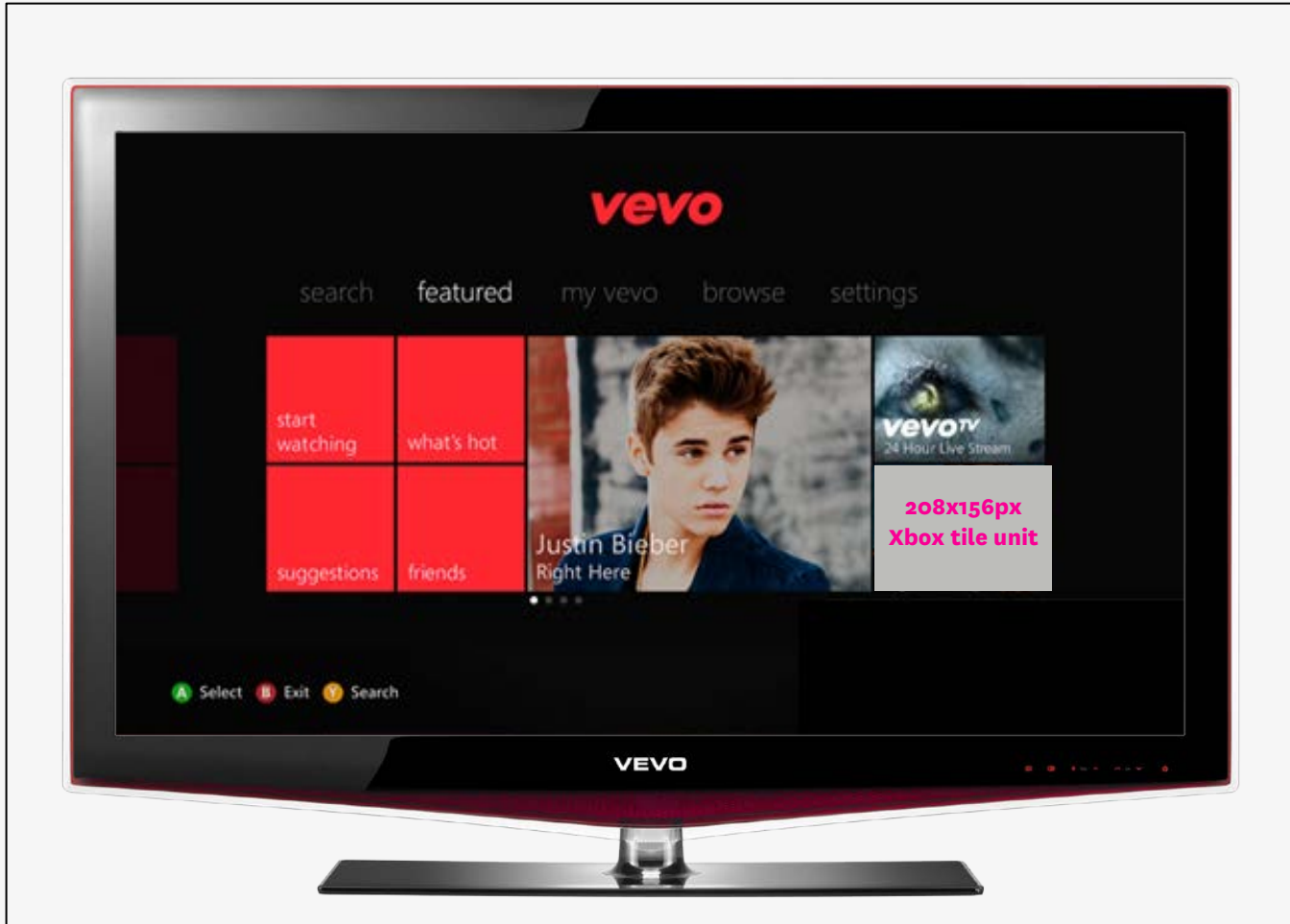
- Featured Artist: Adele**: A portrait of Adele with the text 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.' and a play button icon.
- One Direction "Best Song Ever"**: A group of five young men in a room with the text 'Costumes, makeup - it's finally here and it's hilarious. Check out each one of their new alter egos.' and a play button icon.
- Youngblood Hawke Swims With Sharks**: A group of five young people in the ocean with the text 'Youngblood Hawke is a courageous bunch. The band shot its video for "We Come Running" in the Bahamas, underwater, surrounded by 30 tiger sharks. They say it was a "life-changing" experience. "The message of the song is to not let your fears get in your way," they told us in an exclusive interview at the Museum of the Moving Image in New York...' and a play button icon.
- Playlist Name**: A horizontal strip of four small video thumbnails with the text 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.' and a play button icon.

VIDEO TRAILER & 300X600px COMPANION

The screenshot shows a Vevo website interface with a navigation bar at the top. Below the navigation is a large video player for 'THE DARK KNIGHT RISES' showing Batman standing in a city street. Below the video player is a grid of four companion video thumbnails:

- One Direction "Best Song Ever"**: A group of five young men with the text 'Customs, makeup - it's finally here and it's hilarious. Check out each one of their new alter egos.' and a play button icon.
- Featured Artist: Adele**: A portrait of Adele with the text 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.' and a play button icon.
- Youngblood Hawke Swims With Sharks**: A group of five young people in the ocean with the text 'Youngblood Hawke is a courageous bunch. The band shot its video for "We Come Running" in the Bahamas, underwater, surrounded by 30 tiger sharks. They say it was a "life-changing" experience. "The message of the song is to not let your fears get in your way," they told us in an exclusive interview at the Museum of the Moving Image in New York...' and a play button icon.
- Playlist Name**: A horizontal strip of four small video thumbnails with the text 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.' and a play button icon.





For platform and mobile takeovers only. Tile ad must consist of 'sponsored by' message and advertiser logo only



- **VEVO REQUIRES 4 BUSINESS DAYS LEAD TIME FOR ROTATIONAL CAMPAIGNS AND 5 WORKING DAYS FOR ANY NON-STANDARD / SPONSORSHIP CAMPAIGNS**
  
- **PLEASE NOTE: VEVO CANNOT ACCEPT ANY ADVERTISEMENTS FROM THE FOLLOWING CATEGORIES:**
  - Tobacco**
  - Firearms**
  - Personal Hygiene Products**
  - Pornography**
  - Religious Causes**
  - Anything containing an illegal act**
  
- **VEVO ALSO RESERVES THE RIGHT TO REJECT ANY CREATIVE THAT CONTAINS OBSCENE / INAPPROPRIATE MATERIAL**





**THANK YOU**