VEVO AD SPECIFICATIONS

ONLINE AD FORMATS

Please see screenshots for visual examples

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

PLACEMENT	FILE TYPE	MAX FILE SIZE	MAX ANIMATION	FRAMERATE	FLASH VERSION	AUDIO	CONTROLS/ BUTTONS	NOTES
Pre-Roll 16:9 to be delivered as minimum 1280x720 (full frame) 4:3 to be delivered as minimum 1280x720 (with pillar boxing). Please only provide 4:3 if this is the native aspect ratio **Please Note:** We convert pre-roll to serve to users depending on their bandwidth . Therefore, all minimum spec requirements must be met	The preferred file format for video delivery is MP4**,** H.264 compression **The following file formats can also be accepted** ▪ MP4, 3GPP and MOV files. Supporting h264, mp4 video codecs, ProRes 422 and AAC audio codec ▪ AVI, WMV ▪ FLV - Adobe-FLV1 video codec, MP3 audio	1GB	:30s	Native: No less than 23.98 VEVO will encode to 30fps Bitrate: Unrestricted - min1800kpbs	N/A	N/A	N/A	▪ Please preserve native aspect ratios ▪ No postage stamp videos (black bars all around) ▪ For 16:9 videos please **do not** add letterboxing or pillarboxing as this will result in the video playing as a postage stamp and will have a bad viewing experience ▪ 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.
VAST Served Pre-Roll 16:9 or 4:3 aspect ratio Preferred resolution 1280x720 Linear Vast 1.0 & Vast 2.0 Creative Accepted	Must contain 3 file types: mp4, flv & webm Minimum video resolution 640x360 or 640x480 Please ensure the video files are provided at the highest quality and resolution possible otherwise video quality will be affected.	10MB	:30s	30fps	N/A	N/A	N/A	▪ All VAST creative must adhere to these specs as we cannot convert the creative in these tags ▪ Vast served pre-roll CANNOT be used for mobile campaigns
Overlay (480x70px) This Unit Must Be Served By VEVO	.swf only	100kb	:10s	24fps exactly	8, 9 or 10 (AS2 or AS3)	No Sound	No rollover animations or buttons allowed No clickTag required on the 480x70	▪ The background and any major objects ***must*** have a max alpha of 80% (or 20% transparency). ▪ Prior to asset delivery, please test overlay animation here: http://invideotester.appspot.com ***Please note: this is not checking the creative spec*** ▪ Please do not use external/custom libraries as we cannot guarantee their functionality. ▪ InVideo overlays are loaded into a flash container that will be loaded and reloaded without garbage collection.

300x250px Display Or Companion
 	
and
 	
300x60px Companion
	.Swf, .Jpg or .Gif	50kb
		
		If using 3rd 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	▪ Ad Unit Must Have A Complete Border
							▪ Any Effects Must Be User-initiated
							
							When submitting these assets please use a Flash button clickTag within the actionscript. The button must be the top layer
							
							For AS2:
							on (release){
							getURL(clickTag, "_blank");
							}
							
							For AS3: Please note: If building a clickTag using AS3 please change 'Link_1' to the instance name of your clickTag button
							
							Link_1.addEventListener(MouseEvent.MOUSE_UP, function(event: MouseEvent): void {
							var sURL: String;
							if ((sURL = root.loaderInfo.parameters.clickTag)) {	

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	▪ All skins must be built using the template and guidelines provided. Please refer to your Account Manager for these
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	▪ This unit is available for entertainment client sponsorships only ▪ This unit is built by VEVO ▪ 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. ▪ Please note that the straplines inserted by VEVO are in white text. The image must be dark enough for white text to show against
Video Trailer (video asset and 300x60px companion)	Please provide this asset in HD quality with the highest possible resolution. Preferred file type – MP4 The following file formats are also accepted ▪ MP4, 3GPP and MOV files. Supporting h264, mpeg4 video codecs, and AAC audio codec ▪ AVI, WMV ▪ FLV - Adobe-FLV1 video codec, MP3 audio	1GB For Delivery (5mb For Serving)	Max 10 minutes	N/A	N/A	N/A	N/A	▪ See specs for 300x60px companion on the previous page ▪ Please also send the following straplines: - Title of the film, TV series or video game - The tune-in message i.e. In cinemas today, Starts 16th July - Call to action i.e. Watch the trailer now 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
Homepage Carousel Logo (300x60px)	High resolution master version of logo	N/A	N/A	N/A	N/A	N/A	N/A	▪ This unit is built by VEVO ▪ 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

CONNECTED DEVICES AD FORMATS

PLEASE NOTE: We will only invoice via 3rd 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
Pre-Roll (1280x720 (16:9) or 1280x960 (4:3) Video Asset) **Please Note:** 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. **PLEASE NOTE: WE CANNOT RUN VAST TAGS FOR MOBILE PRE-ROLL CAMPAIGNS**	The preferred file format for video delivery is MP4 **The following file formats can also be accepted** ▪ MP4, 3GPP and MOV files. Supporting h264, mp4 video codecs, and AAC audio codec ▪ AVI, WMV ▪ FLV - Adobe-FLV1 video codec, MP3 audio	1gb (for delivery. 5mb for serving)	:30s	30fps exactly	▪ This unit covers all connected devices platforms including mobile, Xbox and Roku ▪ 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 ▪ Any creative that is not sent to spec will be converted to meet the Preroll spec in this document ▪ Please note preroll running on our living room devices do not have a click through and cannot be 3rd party tracked i.e. Xbox and ROKU
320x48px	.jpg or .gif	50kb	N/A	N/A	▪ This unit serves on iPhone and Android only
1024x768px (1024x250px visible area. See notes for more detail)	.jpg or .gif	100kb	N/A	N/A	▪ This unit serves on iPad only ▪ Please place your 1024x250px creative into the PSD template provided **HERE.** Alternatively there is a .png template **HERE** ▪ Please ensure the full creative is exported and sent to us as 1024x768px. The entire creative must be no more than 100kb
1024x704px and 2048x1408px	.jpg or .gif	300kb for each unit	N/A	N/A	▪ This unit serves on iPad only ▪ Please use the provided template to build these two ad units. The template can be found **HERE** - 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
300x300px Logo	.jpg or .gif	50kb	N/A	N/A	▪ This unit serves on iPad only ▪ This unit is a 'sponsored by' logo only
Xbox Pre-Roll Tile 208x156px Logo	.jpg or .gif	50kb	N/A	N/A	▪ This unit serves on Xbox only ▪ This unit is a 'sponsored by' logo only ▪ Please be aware this unit does not click through

APPROVED THIRD PARTY VENDORS

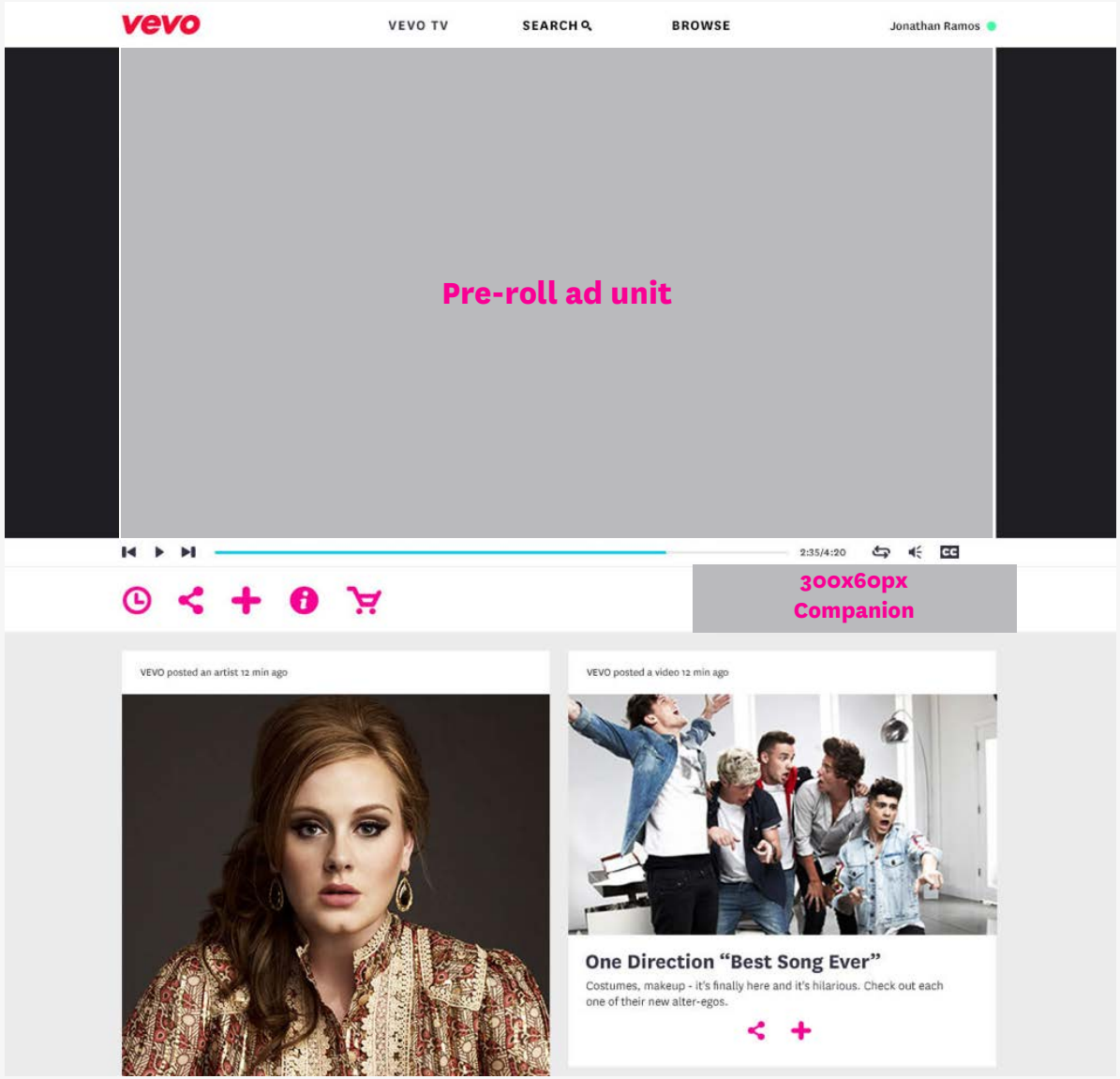
https://support.google.com/youtube/bin/answer.py?hl=en&answer=188572&topic=30086&ctx=topic

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

PLEASE NOTE: For mobile campaigns we will only invoice via 3rd 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

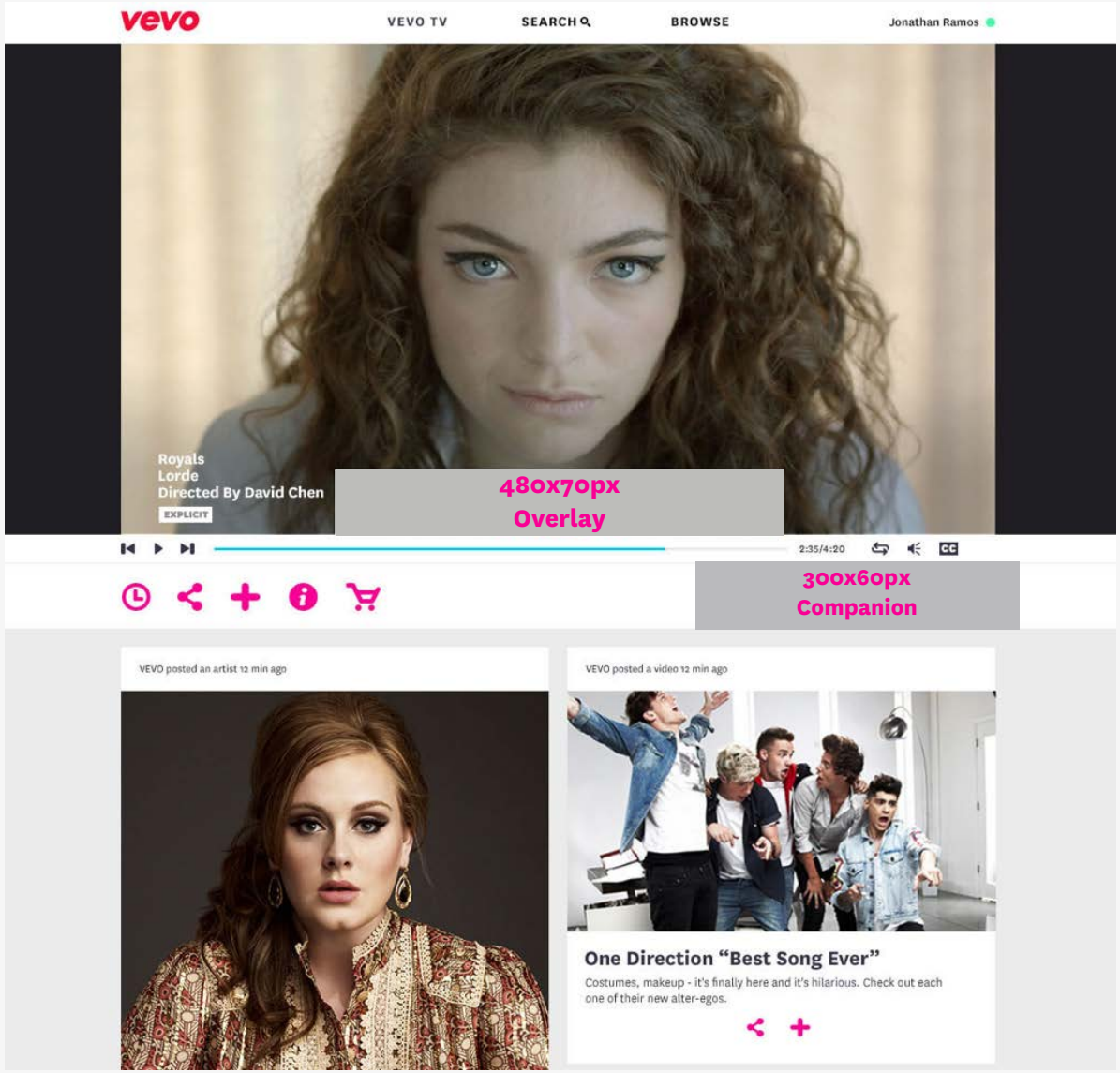
PLACEMENT SCREENSHOTS

VEVO.COM PRE-ROLL WITH COMPANION ADS



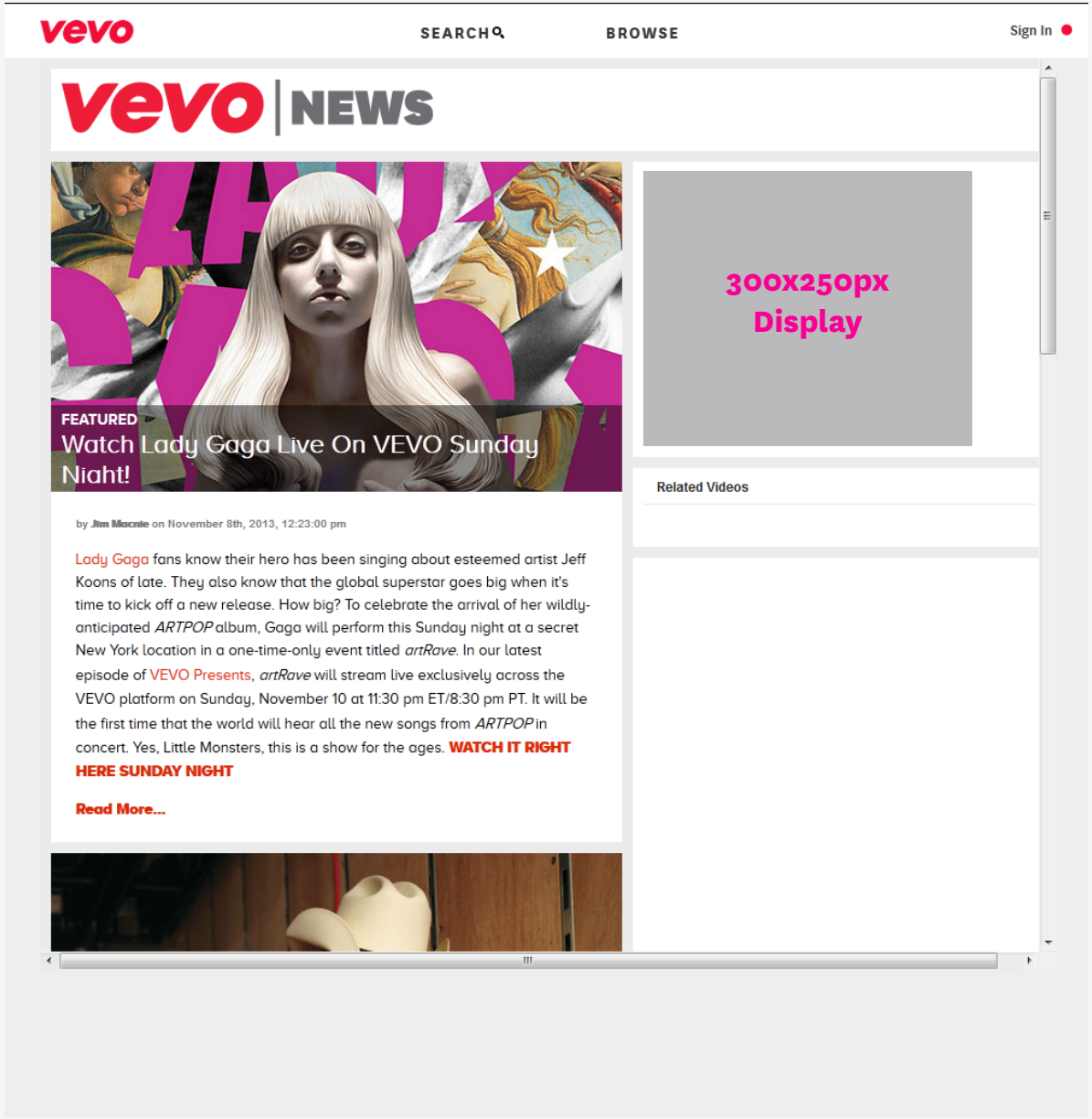
The 300x60 ad unit is the only companion that serves on VEVO.com

VEVO.COM OVERLAY WITH COMPANION ADS

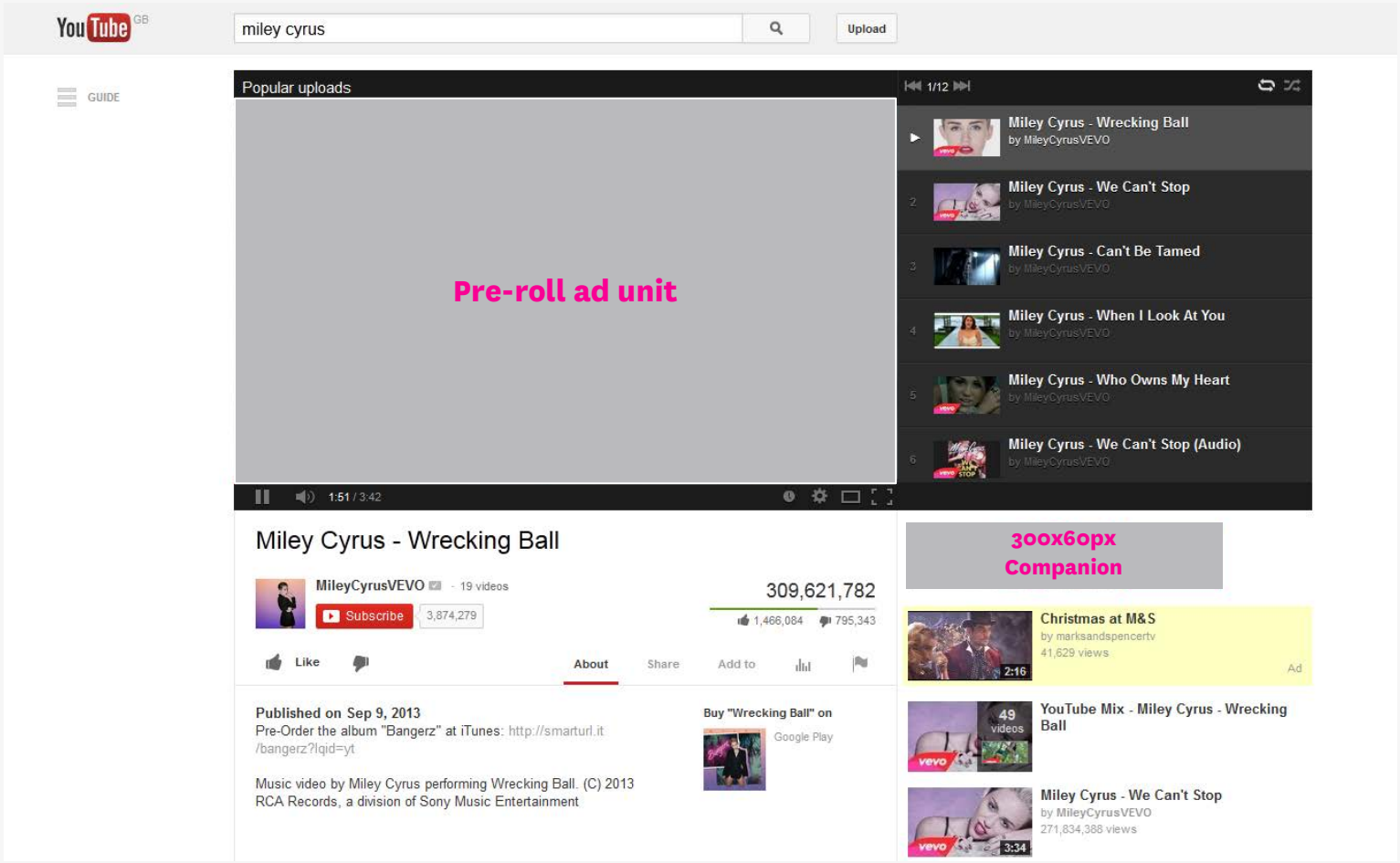


The 300x60 ad unit is the only companion that serves on VEVO.com. If your overlay campaign is also running on YouTube please provide a 300x250 companion

VEVO.COM DISPLAY AD

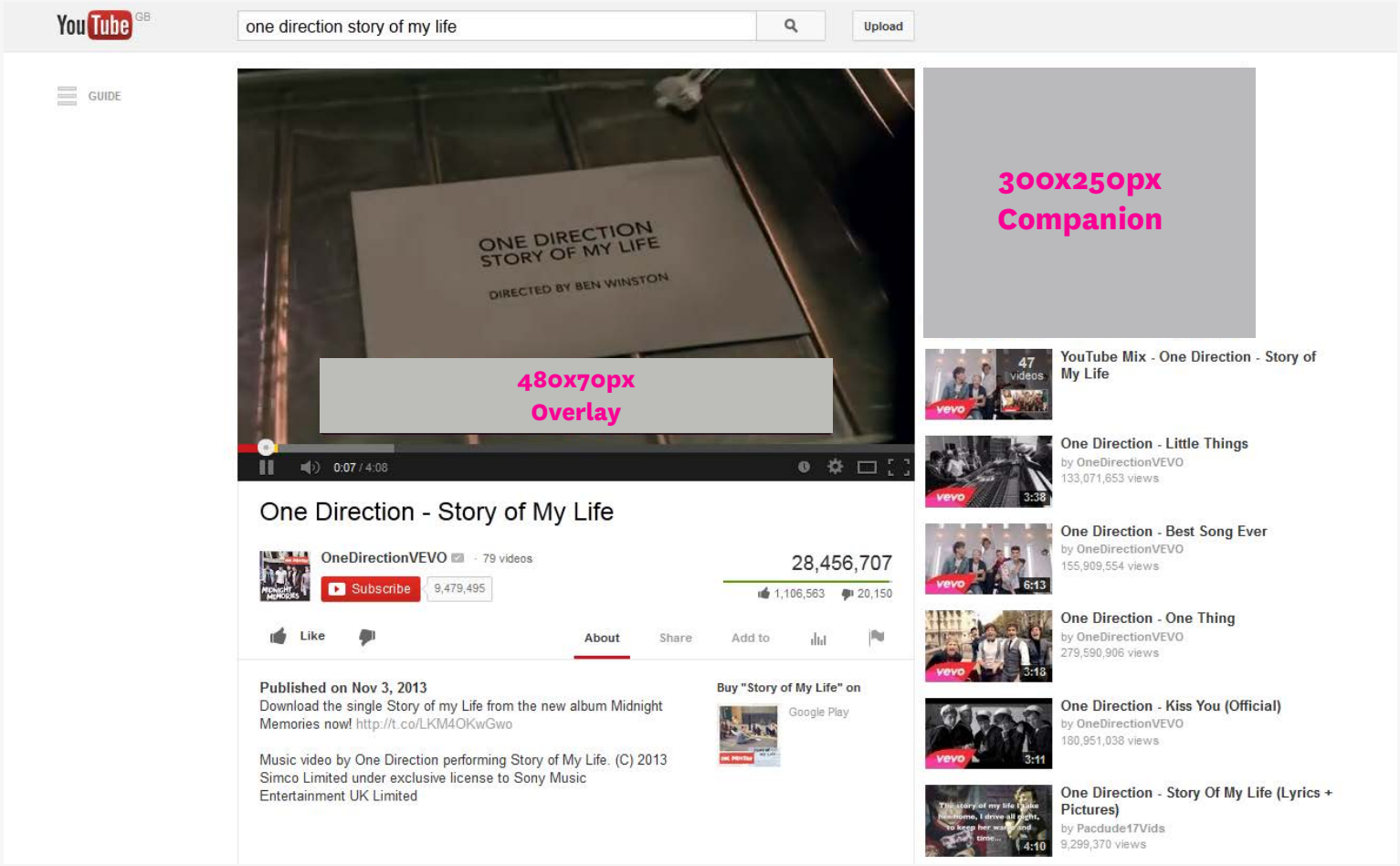


VEVO @YOUTUBE PRE-ROLL WITH COMPANION AD



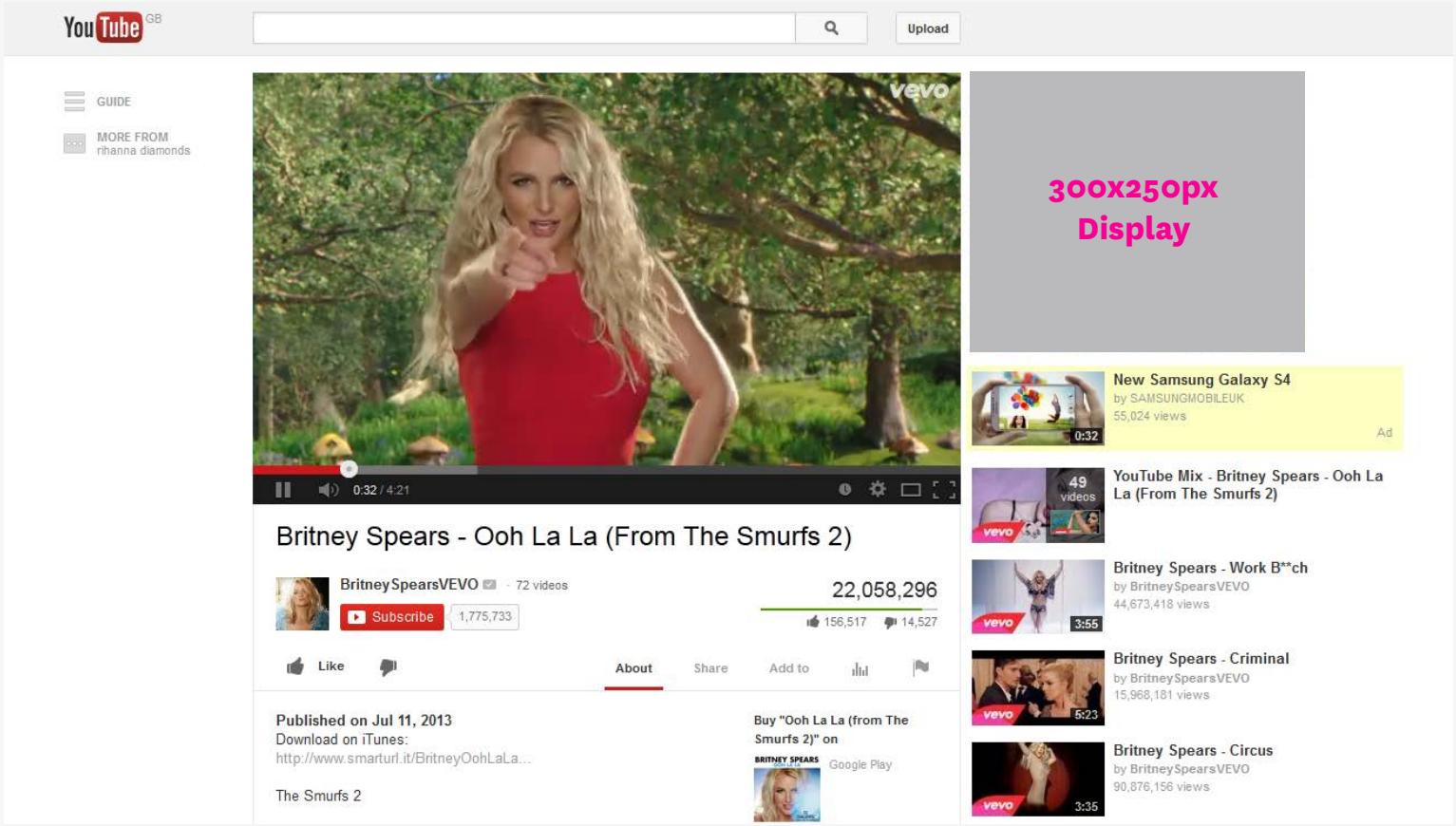
Please note: only the 300x60 companion unit runs with the pre-roll on vevo@YT

VEVO @YOUTUBE OVERLAY WITH COMPANION AD



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

VEVO @YOUTUBE DISPLAY AD



VEVO CONNECTED DEVICES PRE-ROLL

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

CONNECTED DEVICES DISPLAY 320 X 48px

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

CONNECTED DEVICES SPONSORED LOGO 300 x 300px

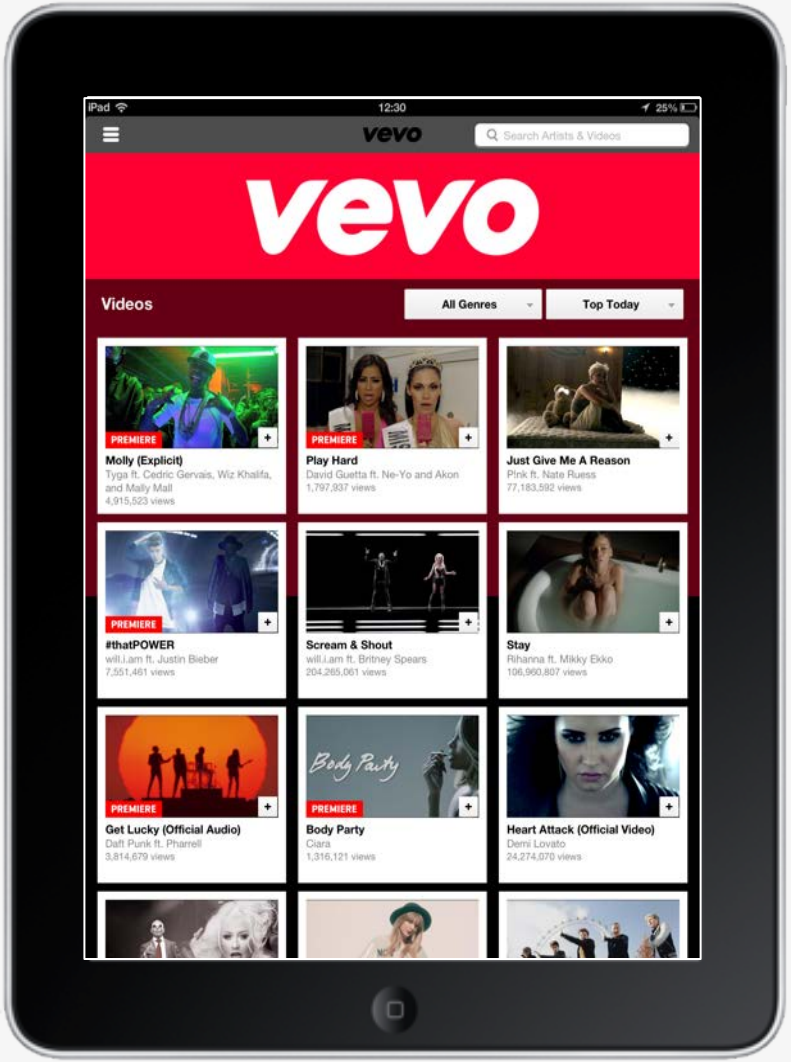
This unit runs on the iPad loading screen only
For platform and mobile takeovers. Ad must consist of 'sponsored by' message and advertiser logo only

CONNECTED DEVICES DISPLAY 1024 x 768px

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)

CONNECTED DEVICES DISPLAY

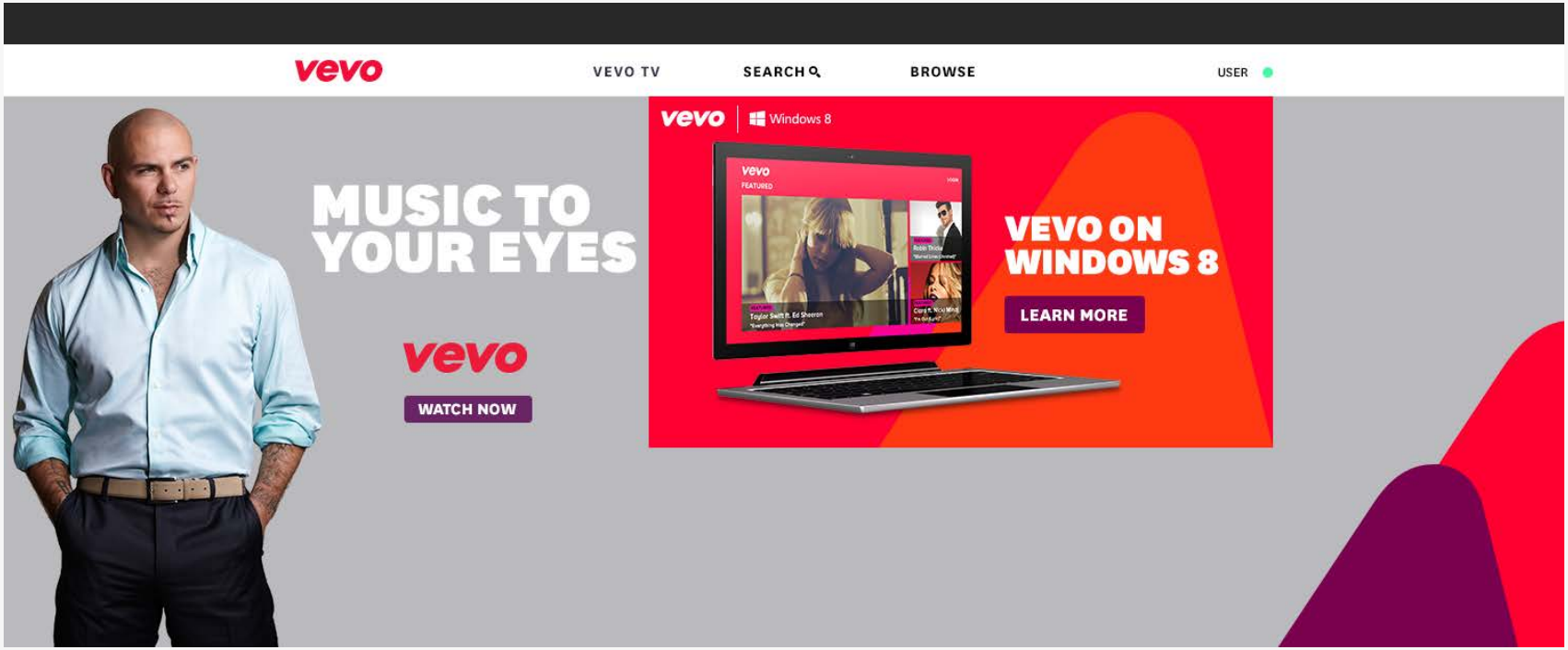
2048 x 1408px and 1024 x 704px



This unit runs on iPad only. No targeting available

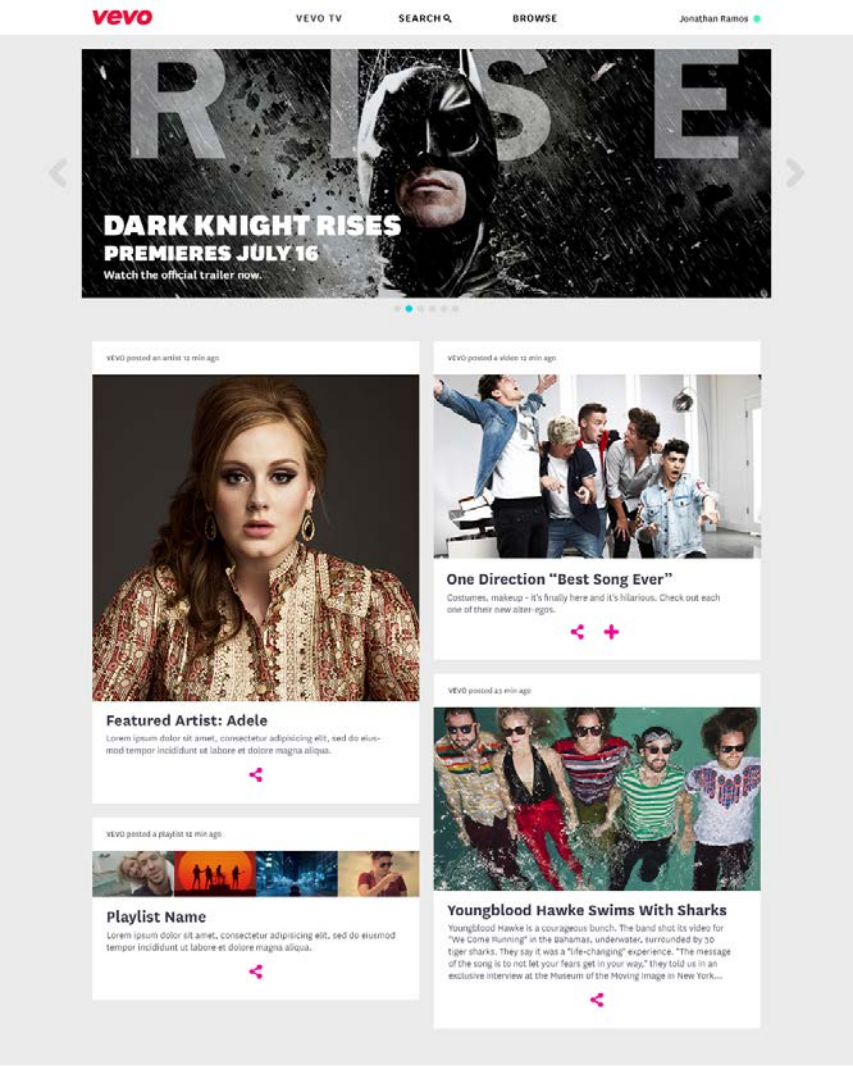
Please ensure you send both creative sizes and the creative message is only within the viewable area (please see the template link in the specs table for more information)

VEVO BRANDED CANVAS 1500 x 620px

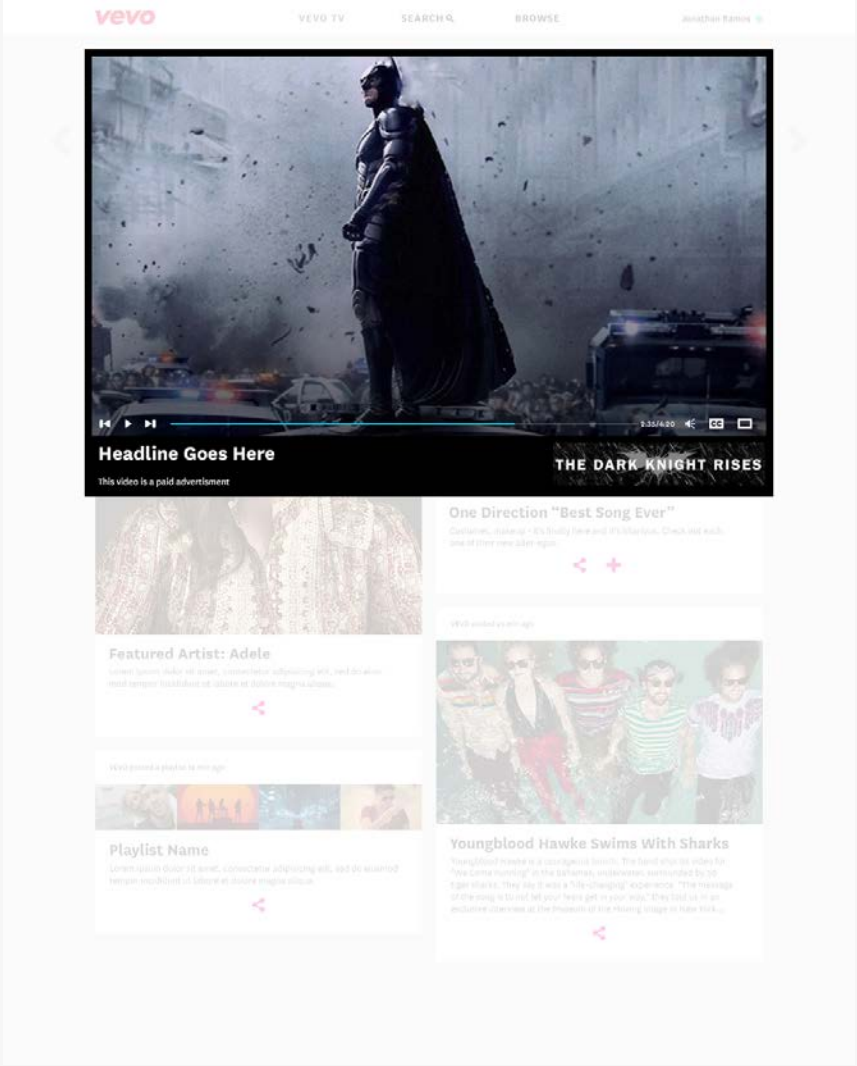


Available for sponsorship campaigns, runs on vevo.com watch pages only. See guidelines for more detailed specs on the two versions of this ad unit

CAROUSEL POSTER IMAGE – 970 X 350PX

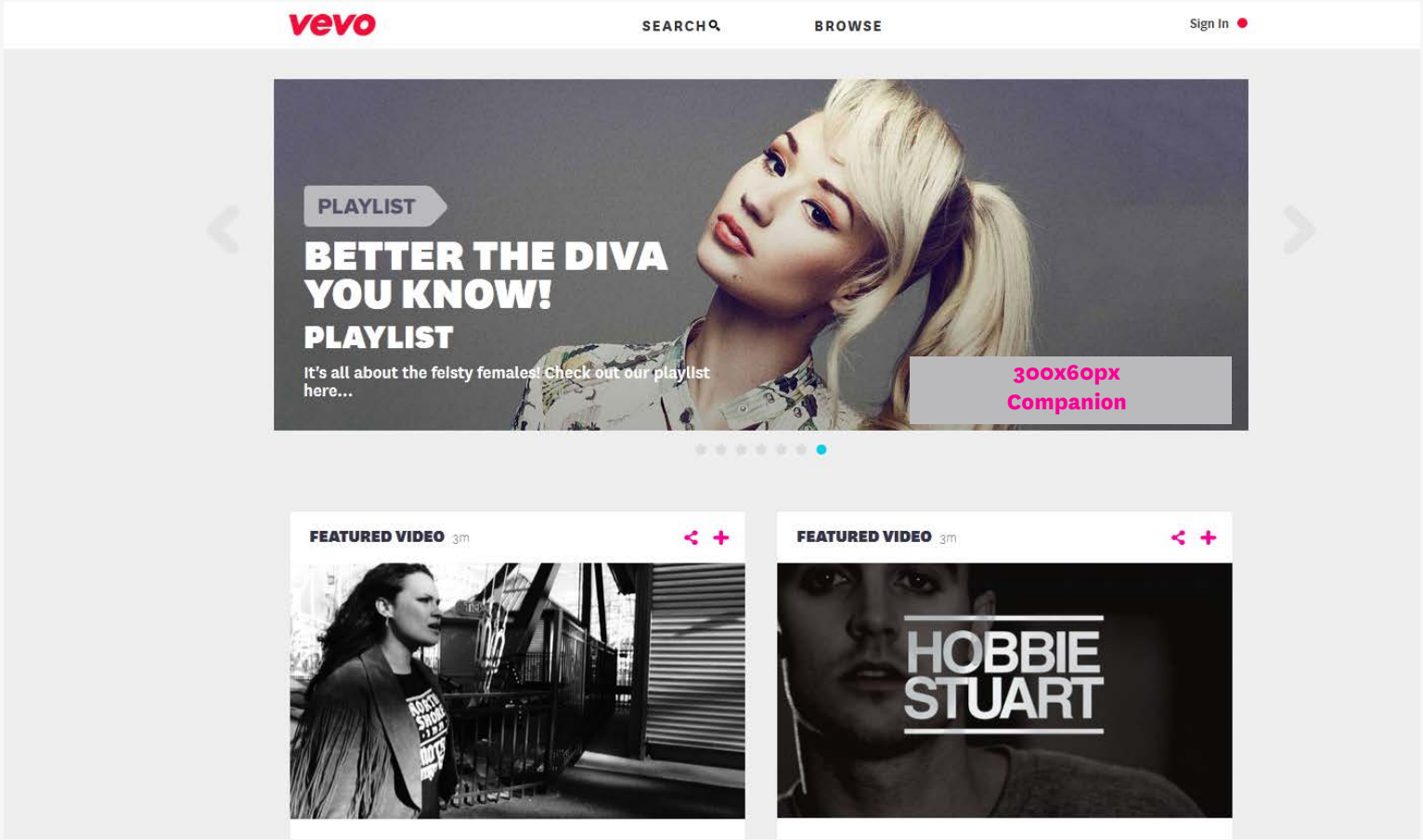


VIDEO TRAILER & 300X60px COMPANION



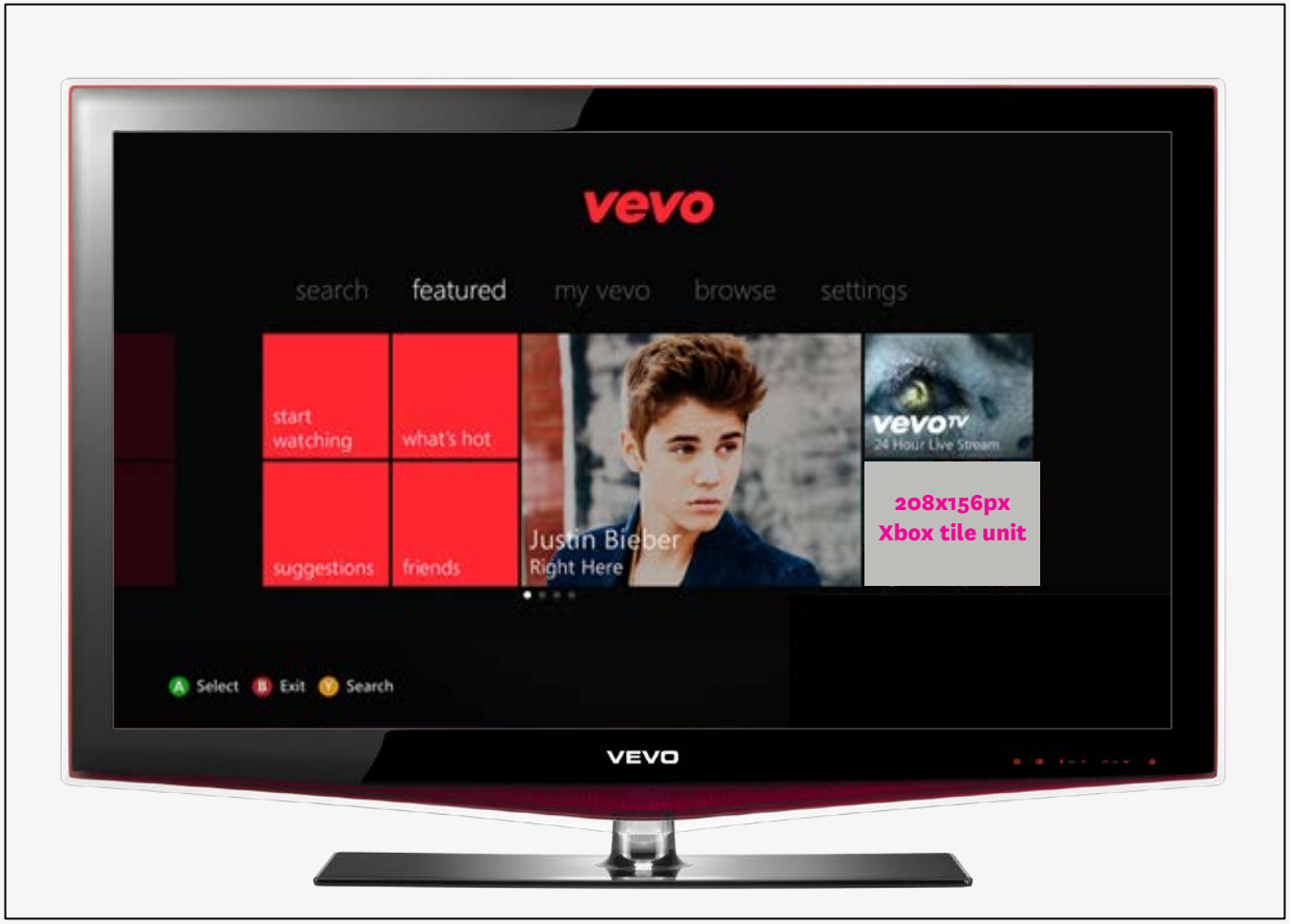
Sponsorship only. For entertainment advertisers only

HOMEPAGE CAROUSEL LOGO



Built by VEVO. Available for some sponsorships, runs on VEVO.com homepage only

XBOX PRE-ROLL TILE AD 208 X 156PX



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

VEVO AD POLICIES

- VEVO REQUIRES 4 BUSINESS DAYS LEAD TIME FOR ROTIONAL 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 / INAPPROPRITATE MATERIAL

THANK YOU