

Technical Specifications**VIDEO with COMPANION MREC**

Product Code: PD013

Video

Dimensions	File Weight	File Format	Video Duration
300 x 250 including frame	30 MB	AVI, WMV, MPG (using MPEG-1 or MPEG-2 only), SWF	15 seconds

Overall Creative Specifications

- Video play must be user initiated.
- Video should be of maximum 15 seconds play duration.
- Audio must be user initiated (on click: mute/ un-mute); default state is muted.
- NO multi video rotation.
- Maximum 30 frames Per Second
- If the video is to appear within a Flash creative, please be sure that the panel or medium rectangle is completely made up of one SWF file, not multiple SWFs loading into each other.
- Digital formats accepted:
 1. AVI = Audio Video Interleaved File
 2. MPG = Standard Internet Movie Platform(MPG files must be encoded using MPEG-1 or MPEG-2 only)
 3. WMV = Windows Media Player
 4. SWF = Shockwave Flash
- Digital file weight should not be more than 30 MB.
- Required components:
 1. Play & Pause buttons
 2. Mute & Unmute buttons
- Optional components:
 1. Timeline progress indicator
 2. Restart button
 3. Loading message while video is initiating
- Ad creative cannot launch any popup/popunder/floater when served.
- Click through URL should be provided which will be linked from the video.
- The click through URL must open in a new browser window.

Companion Medium Rectangle

Width	Height	Image Weight	Position	Third Party Served File Types
300 pix	250 pix	30k	To the right of Video Player	GIF, JPEG, SWF, HTML, DHTML, Javascript/jscript

Overall Creative Specifications

- Animation is limited to first 15 seconds, looping is unlimited within 15 seconds. Avoid experiences that 'break-through' the page or abuse the content.
- Creative must feature a 1 pixel border in black or grey font color recommended, though any color that clearly distinguishes the ad from the content may be used.
- Ad creative cannot launch any popup/popunder/floater when served.
- The click through URL must open in a new browser window.
- No Sound.
- No Video.