

Technical Specifications**Mrec Video**

Product Code: PD015

Standard

Dimensions	File Weight	File Format	Video Duration
300 x 250 including frame	5 MB	AVI, WMV, MPG (using MPEG-1 or MPEG-2 only), SWF	30 seconds

Overall Creative Specifications

- Video play must be user initiated.
- Video should be of maximum 30 seconds play duration.
- Multi video rotation – maximum 4.
- Audio must be user initiated (on click: mute/ un-mute); default state is muted.
- 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.