



### Branded Player Specs

Video Production								Trafficking			
Size	Logo Size and Position	File Type	Max Combined File Size	Transparency	Branding Frame Scaling	Audio	Interactivity	3rd Party Serving	3rd Party Tracking	Tags	Delivery Deadline
Varies by Publisher (Top and Bottom: Each 50 pixels tall. Left and Right sides: Each 50 pixels wide)	Bottom right corner is 70x70 pixels max	Prefer Photoshop files with the branded player side designed within specs.	120k (30k each side)	Provide transparent PNG or product/logo shot.	Provide master size of 640x480	No	Click-to-site only	No	Yes	Standard tag (href and img source) + Clicktag is optional	FINAL assets needed to YuMe minimum of 15 days prior to campaign's launch date.