



## InSynch Video Takeover Specs

Video Production											Trafficking			
Video Type	Video Size	Video Length	Format Accepted	Video Frame Rate	Bit Rate	Video Compression	Key Frame Interval	Audio Codec	Recommended File Size	Implementation Lead-time	3rd Party Serving	3rd Party Tracking	Tags	Delivery Deadline
Pre-roll	640 x 480 or higher (4:3 aspect ratio) 640 x 360 or higher (16:9 aspect ratio)	Prefer :15s min. Also accept :30s max.	Prefer QuickTime (MOV). Also accept WMV.	Min 23.97, Max 30	1200 kbps or better	Any native Quick time, AVID or Media 100 including MPEG-2, H.264, Animation	Every 24 Frames	AAC, 128 kbps, 44kHz, Stereo	100 MB or less	25 days	No	Yes	Standard tag (href and img source) + Clicktag optional	5 Days

Rich Media Companion Banner								Trafficking		
Rich Media Dimensions	Flash Version	ActionScript	Max File Size	Audio Initiation	Looping	Flash Frame Rate (FPS)	Maximum Animation Length	3rd Party Serving	3rd Party Tracking	Tags
300x250	8+	2 or 3	100K	No	No	Maximum 30	Duration of pre-roll video	No	Clickthrough Only	Clicktag only

Rich Media Expander Flash							
Rich Media Dimensions	Flash Version	ActionScript	Max File Size	Audio Initiation	Looping	Flash Frame Rate (FPS)	Maximum Animation Length
1000 px wide; 700 px tall	8+	2 or 3	100K	No	No	Maximum 30	Duration of pre-roll video