

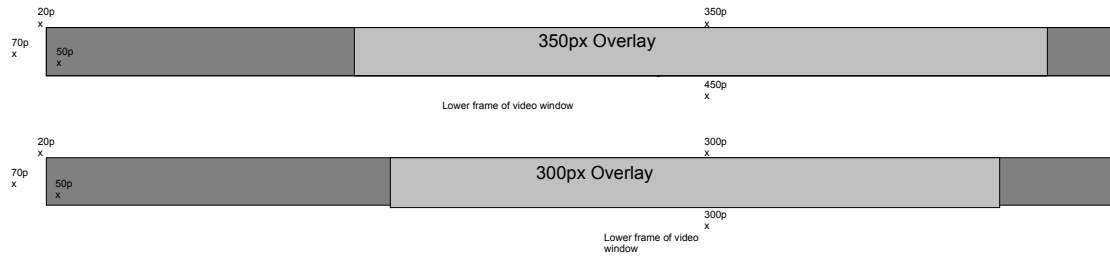


PowerRoll Specs

Video Production											Tracking			
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	AAAC, 128 kbps, 44kHz, Stereo	100 MB or less	15 days	No	Yes	Standard tag (href and img source) + Clicktag is optional	5 Days

Interactive Overlay											Tracking			
Size	File Type	Flash Version	Frame Rate	Max File Size	Opacity	Scaling	Audio	Duration	Animations	Implementation Lead-time	3rd Party Serving	3rd Party Tracking	Tags	Delivery Deadline
350x50; with 20 px , bleed area*	SWF/JPEG or PNG	8+	25	100k	Text and Image can be 100% but background is max 70%	No, always centered	No	:15s	10 second window starting at the beginning of the ad; max within 70 px height	15 days	No	Yes	Standard tag (href and img source) or 1x1 + asset	5 Days
300x50; with 20 px, bleed area*	SWF/JPEG or PNG	8+	25	100k	Text and Image can be 100% but background is max 70%	No, always centered	No	:15s	10 second window starting at the beginning of the ad; max within 70 px height	15 days	No	Yes	Standard tag (href and img source) or 1x1 + asset	5 Days

* In regards to animation, 20 additional vertical pixels can be used in order to enhance the ad message.



- Notes:**
- Note: Overlay dimensions varies by publisher
 - When a user clicks on an overlay it can launch a video/Flash window or take users to the advertisers site (launch a browser).
 - Call to action should be communicated clearly on ad, i.e. "Watch Video" or Visit site."