



### Video Syndication Specs

Video Production									Trafficking			
Video Title	Video Description	Video Code	Video Resolution	Video Frame Rate	Video Thumbnail(s)	Video Keywords	Video Tracking	Recommended File Size	3rd Party Serving	3rd Party Tracking	Tags	Delivery Deadline
40 characters max	250 characters max	.MOV file, H.264 compressed	640x480 and 640x360	Min 23.97, Max 30	150x97	Needed	Impression/Click tag (we can also 3rd party track the completion)	100 MB or less	No	Yes	Standard tag (href and img source) + Clicktag, 1x1	14 days

### Companion Banner Specs

Companion Banner					Trafficking						
Size	Format	Animation	Looping	Flash Banners FPS	File Size	3rd Party Serving	3rd Party Tracking	Rich Media Accepted	Tags	Delivery Deadline	
300x250 (optional)	SWF, JPG, GIF, PNG (clickTAG must be programmed in the SWF)	:15s	3	18	40k	Yes	Yes	Yes (in-banner only)	3 <sup>rd</sup> party iframe, JavaScript, Standard tag (href and img source), 1x1 + asset	5 Days	
300x250 (required)	Static JPG	NA	NA	NA	20k	Yes	Yes	No	Standard tag (href and img source) or 1x1 + asset	5 Days	
300x60 (optional)	Static JPG	NA	NA	NA	20k	Yes	Yes	No	Standard tag (href and img source) or 1x1 + asset	5 Days	