

Video Creative Specifications 2020

Desktop and Mobile Technical Requirements

Duration:

- 15 seconds
- 30 seconds
- 60 seconds
- Less than 5 minutes
- Creative between lengths will round up to higher value

Max File Size:

- 200 MB

Vast Tags:

- 2 (preferred), 3 or 4 Vast tags

Formats:

- Mp4, Avi, Mov, M4v, Flv, Mpg

Bitrate:

- 2,500 kbps (minimum)

Companion Banner (Optional)

- Accepts all standard sizes
- No delivery guaranteed

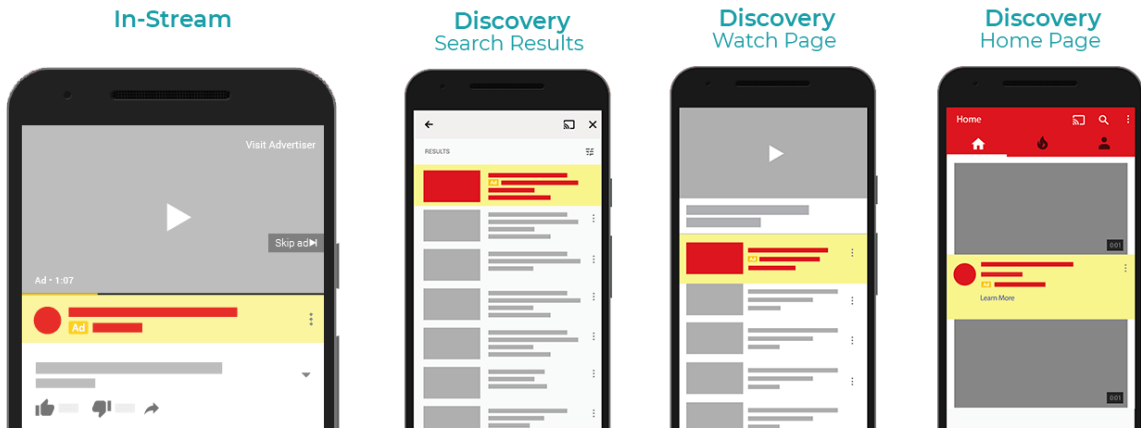
| Aspect Ratio | Recommended Size | Minimum Size |
|--------------------|------------------|--------------|
| 16:9 (recommended) | 1920x1080 | 640x360 |
| 4:3 | 640x480 | 480x360 |

There are certain categories of prohibited content which cannot be advertised. This can include, but is not limited to adult content, weapon-related content, alcohol-related content, tobacco-related content, and certain healthcare-related content. If you have questions regarding the content of your ad, please reach out to your account manager and/or specialist.

YouTube TrueView Videos

In-Stream Ads versus Discovery Ads:

- In-stream ads plays before or during another video from a YouTube partner. Viewers see five seconds and then have the choice to skip.
- Discovery ads appears alongside other YouTube videos, in YouTube search pages or on websites on the Google Display Network.
 - The video asset must be uploaded to the YouTube channel and set to either public or unlisted.



TrueView Video Requirements:

- Videos must allow embedding
- Display and Destination URLs are required
- Resolution: 16:9 or 4:3
- Maximum Length: 3 minutes
- Recommended Length: 12 seconds
- Headline: 25 characters
- Call-to-Action: appears during first 15 seconds of video then collapses
- Description (Discovery Ads only): two lines with 35 characters max per line

Companion Banner Specifications (Optional):

- Dimensions: 300 x 60
- File type: JPG, GIF, or PNG
- File size: 150 KB max
- GIF frame rate: Less than five frames per second