

Above-the-Fold Takeover with Video

Advertising Specs

- All ad creatives must be site served. SmartBrief can accept 3rd party clicktags and impression trackers (standard tags only).
- Animation is not supported by all email clients. When using animation, include branding and call to action on first frame.
- Javascript is not supported in email.

Ad materials are due 3 full business days prior to the send date.

Billboard

- **Creative Size:** 970 x 250
- **File Size:** 250k maximum
- **File Type:** GIF/JPEG/PNG
- **Click Through URL**
- **Animation:** 15 seconds maximum

Note: Ad will display at 650x167 in desktop view and scale on mobile devices.

Note: Creatives sized at 728x90 may also be accepted

Video half Page ad unit

- **Headline:** 40 characters, excluding spaces
- **Ad Copy:** 250 characters, excluding spaces
- **Click Through URL**
- **Sponsor Logo (Optional):**
 - 120 x 60; 50k maximum
 - PNG preferred; Logo image should be provided with transparent background

VIDEO FILE:

- **File Format:** MP4 or YouTube link preferred
- **Length:** 2 minutes max
- **View full video specs on next page**
- **NOTE:** Support for embedded video in email varies across desktop and mobile email applications. Approximately 30-50% of readers, on average, will be shown interactive video. In email clients that do not support video, a hyperlinked video "preview" image will be displayed.

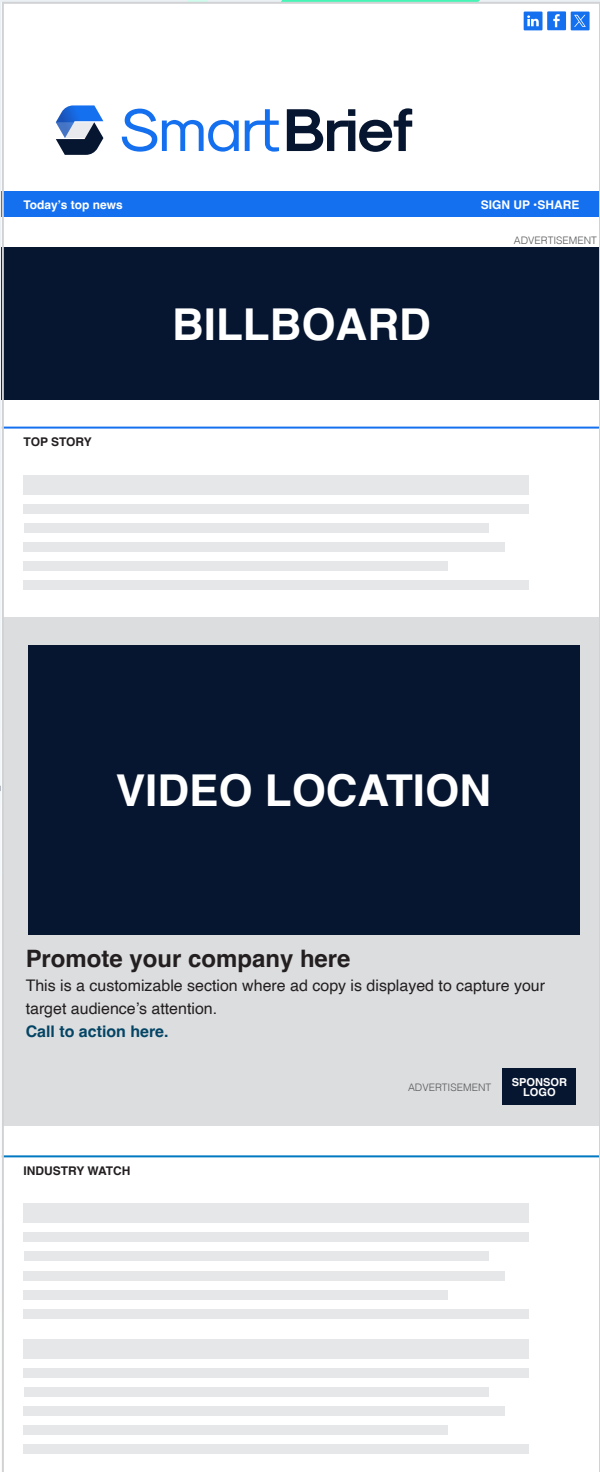
The image shows a mockup of the SmartBrief website layout. At the top right, there are social media icons for LinkedIn, Facebook, and Twitter. The SmartBrief logo is prominently displayed in the top left. Below the logo, there are navigation links for "Today's top news" and "SIGN UP · SHARE". A dark blue banner with the word "BILLBOARD" in white text is positioned below the navigation. Underneath the banner, there is a section for "TOP STORY" with several lines of placeholder text. Below the top story, there is a large dark blue rectangular area labeled "VIDEO LOCATION" in white text. Below this area, there is a section titled "Promote your company here" with a brief description and a "Call to action here" link. A small "SPONSOR LOGO" placeholder is visible in the bottom right corner of this section. Below the video location section, there is a section for "INDUSTRY WATCH" with several lines of placeholder text.

Video half Page ad unit (continued)

- **Headline:** 40 characters, excluding spaces
- **Ad Copy:** 250 characters, excluding spaces
- **Click Through URL**
- **Sponsor Logo (Optional):**
 - 120 x 60; 50k maximum
 - PNG preferred; Logo image should be provided with transparent background

VIDEO FILE:

- **File Size:** 500 MB max. 100 MB or less preferred
- **Length:** 2 minutes max. 20 seconds or less recommended
- **Aspect Ratio:** 16x9 (HD) or 4x3 (SD)
- **Accepted standard codecs and video formats:**
 - MP4
 - YouTube link
 - MOV (Quicktime)
 - WMV
 - MPEG-4
 - H.264
 - FLV (Sorensen, H.264 codecs only)
 - ETC
- **Framerate:** 30 FPS minimum
- **Preferred Data Rate:** 2000 kbits/sec (SD) / 5000 kbits/sec (HD)
- **Resolution:** 640x480 (SD) / 1280x720 (HD) (SmartBrief will resize to fit the ad unit)
- **Deinterlacing on:** YES
- **Audio:** 320 kbps / 44.100 kHz
- **NOTE:** Support for embedded video in email varies across desktop and mobile email applications. Approximately 30-50% of readers, on average, will be shown interactive video. In email clients that do not support video, a static video “preview” image will be displayed.



The image shows a mockup of a SmartBrief email advertisement. At the top, there are social media icons for LinkedIn, Facebook, and Twitter. Below them is the SmartBrief logo. A blue navigation bar contains the text "Today's top news" and "SIGN UP · SHARE". A dark blue banner with the word "BILLBOARD" in white is positioned below the navigation bar. Underneath is a "TOP STORY" section with several lines of placeholder text. The main content area features a large dark blue rectangle with the text "VIDEO LOCATION" in white. Below this rectangle, there is a section titled "Promote your company here" with a short paragraph of placeholder text and a "Call to action here." link. A small "SPONSOR LOGO" box is located in the bottom right corner of this section. At the bottom of the ad unit, there is an "INDUSTRY WATCH" section with more placeholder text.