Above-the-Fold Takeover with Video

Advertising Specs

- All ad creatives must be site served. SmartBrief can accept 3 rd 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.
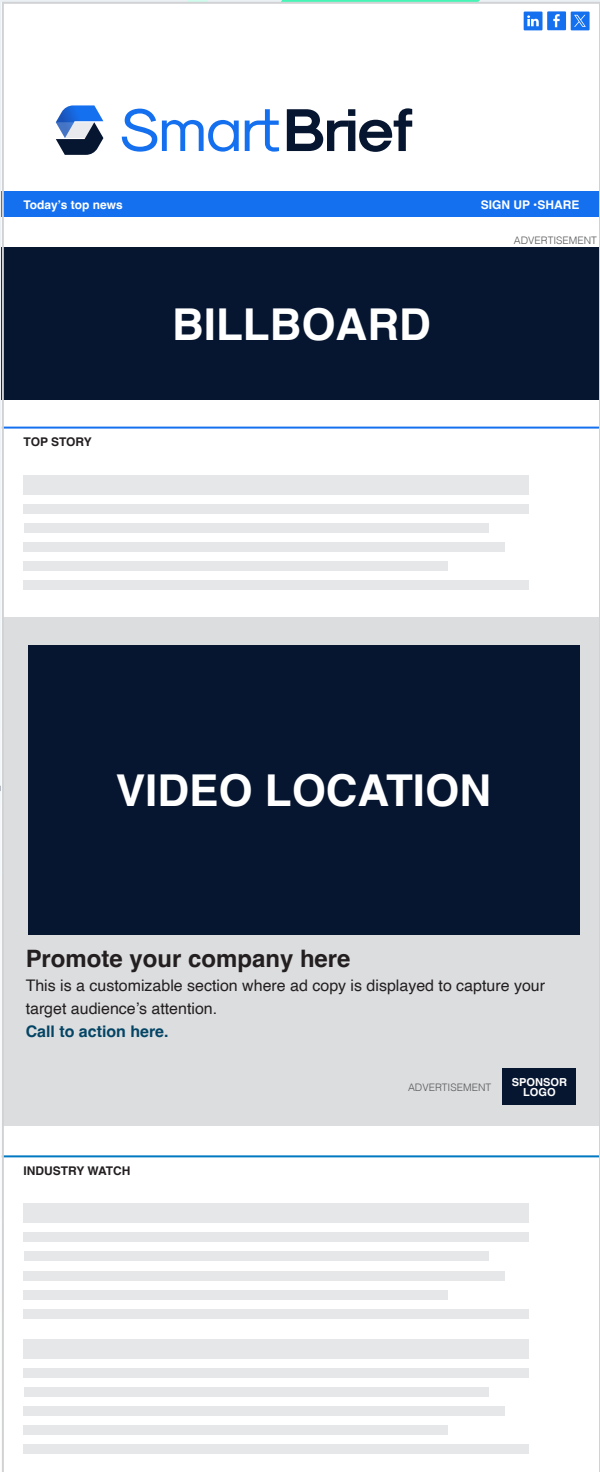

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Call to action here.

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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.

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