Video Text

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.
- Java script is not supported in email.

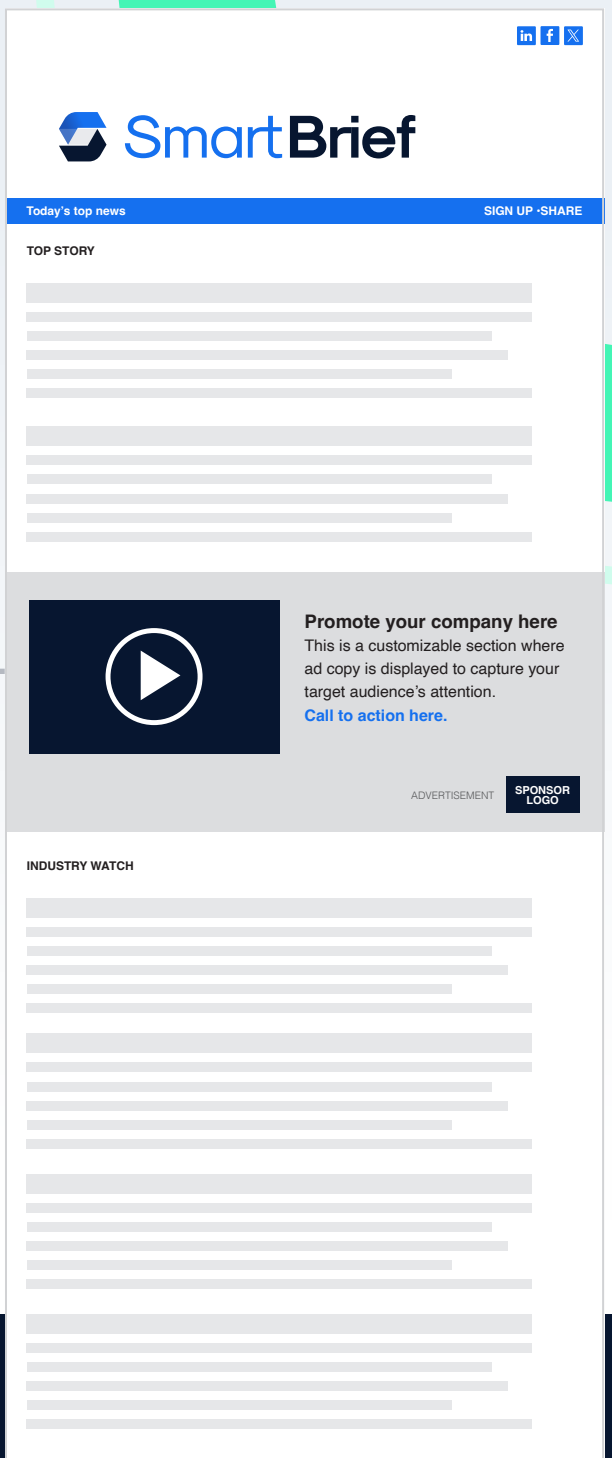
Ad materials are due 3 full business days prior to the send date.

Video Text ad unit

- **Headline:** 40 characters, excluding spaces
- **Ad Copy:** 250 characters, excluding spaces
- **Click Through URL**
- **Preview Image (Optional):** 267x150 (16x9) static image (to be displayed in email clients that do not support embedded video). 50k maximum; GIF/JPEG/PNG
- **Sponsor Logo (Optional):** 120 x 60; 50k maximum Please provide PNG 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
  - 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:** 640640x480 (SD) / 1280 1280x720 (HD) (SmartBrief will resize to fit the ad unit)
- **Deinterlacing on:** YES
- **Audio:** 320 kbps / 44.100 kHz



Video Specs

Videos are optimized for every reading experience

Mail Client	Full-Screen Player	Static	Animation	In-Line Video
Iphone, iPad	✓			
Outlook 2007+		✓		
Outlook.com				✓
Apple Mail				✓
Thunderbird				✓
lotus Notes			✓	
Gmail			✓	
Yahoo!			✓	