

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.

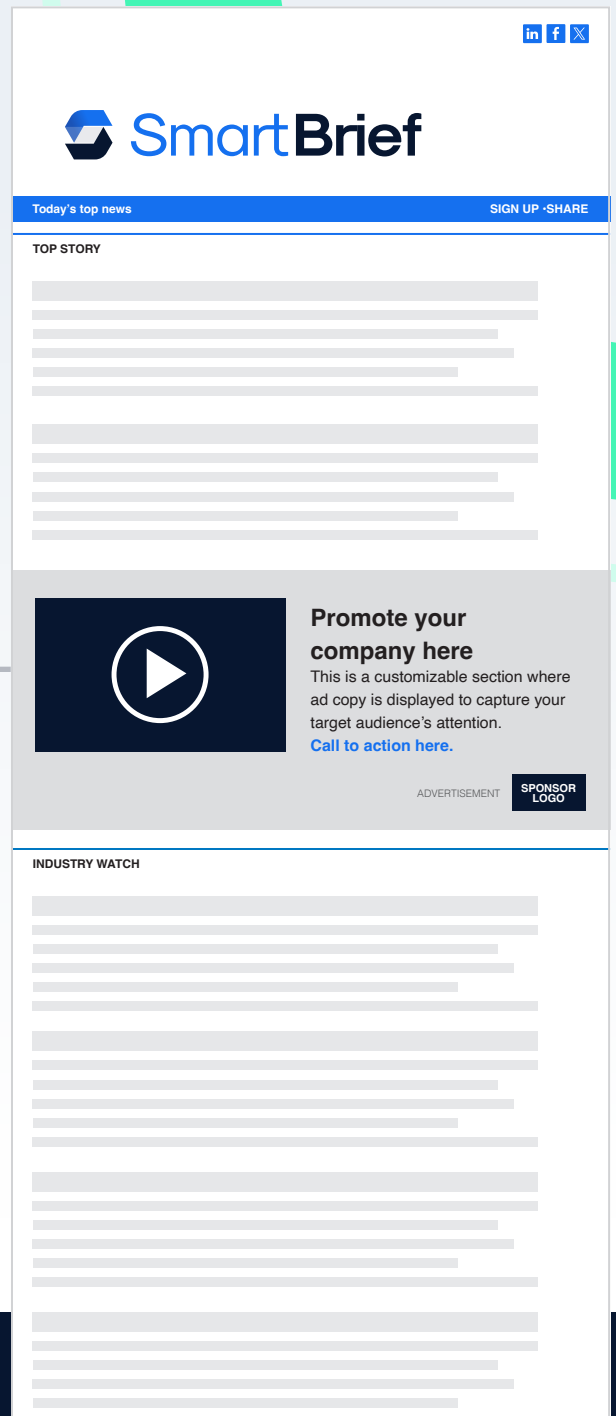
Ad materials are due 3 full business days prior to the send date.

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
 - 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



The image shows a mockup of a SmartBrief email template. At the top right, there are social media icons for LinkedIn, Facebook, and Twitter. The main header features the SmartBrief logo. Below the header, there is a blue bar with the text "Today's top news" and "SIGN UP · SHARE". The main content area is titled "TOP STORY" and contains several lines of placeholder text. Below this, there is a dark blue box with a white play button icon, followed by the text "Promote your company here" and a description: "This is a customizable section where ad copy is displayed to capture your target audience's attention. Call to action here." To the right of this text is a small box labeled "SPONSOR LOGO". Below the main content area, there is a section titled "INDUSTRY WATCH" with several lines of placeholder text.

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!			✓	