

Ad Specifications

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EngageRoll™

Interactive video spot that allows viewers to choose whether they want to watch the actual video-ad. This data smart format appears before (pre-roll) and during videos (mid-roll) and is based only on real views - you pay only when someone chooses to watch your ad.



Best Used For	Awareness, engagement, video views, site traffic
Placement	Before and during video content
Creative File Formats	AVI, MP4, MOV, MPEG, WMV, FLV
Third Party Tags Supported	VAST
Video File Size and Length	Up to 10MB, :60 sec max
Functionality	Ad plays for 5 seconds - then viewers choose to skip or watch the rest

TargetRoll™

This format uniquely leverages the simplicity of display ads and the inherent engaging element of video to drive higher engagement, while optimizing the viewing experience as never seen before.



Best Used For	Branding, engagement/interaction
Placement	Located over "whitespace" areas in video content
Creative File Formats	SWF, GIF, PNG, JPG
Third Party Tags Supported	Yes
Dimensions	125X125, 120X90, 120X60
File Size	Up to 50KB
Functionality	Exposure time of 7 seconds, then ad will shrink automatically into a minimized button that can be expanded

SmartOverlay™

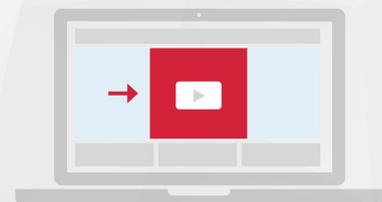
Shows standard (IAB) or smart (VPAID) overlay ads without obscuring content to maximizing engagement. Upon displaying the ad, video playback is adapted to maintain the complete viewing section intact above the ad itself, automatically resuming to its original size upon completion.



Best Used For	Call-to-action, user interaction
Placement	Appears at the lower 20% of the player, video playback shrinks upon ad appearance
Creative File Formats	SWF, GIF, PNG, JPG
Third Party Tags Supported	Yes
Dimensions	468x60, 234x60, 728x90
File Size	Up to 50KB
Functionality	Exposure time of 15 seconds, then collapses to show a minimized button that can be expanded

SceneRoll™

This intelligent format optimizes ad timing to synchronize with the actual content. Using content-analysis technology to identify the best opportunities between video scenes, it introduces mid-roll ad breaks in order to minimize disruption to the viewing experience.



Best Used For	Awareness, engagement, video views, site traffic
Placement	Between scenes during video playback
Creative File Formats	AVI, MP4, MOV, MPEG, WMV, FLV
Third Party Tags Supported	Yes
Video File Size and Length	Up to 10MB, :60 sec max
Functionality	15-60 seconds mid-roll ad breaks

Sequence™

Uniquely combine multiple ads in sequence to create a compelling brand experience. Wraps together a preroll ad followed by multiple ad units (TargetRoll, SmartOverlay), which are guaranteed to be shown in order and to the same viewer. This enables to supplement standard video ads with diversified and targeted creatives to enhance impact, engagement and performance.



Best Used For	Maximizing brand experience, engagement, video views, site traffic
Placement	Maximum coverage with smart video and overlay ads that appear throughout the entire video playback
Creative File Formats	For Video Asset - AVI, MP4, MOV, MPEG, WMV, FLV For Sequence Ad Asset - SWF, GIF, PNG, JPG
Third Party Tags Supported	Yes, One for each asset
Sizes, Lengths & Dimensions	Of video file: Up to 10MB, :15-60 sec Of Banner Assets: See all other ad formats
Functionality	Using targeted reminder or call-to-action through a combination of various ad units