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Ad Specifications
December 2016

Video Ad (Pre-Roll/Mid-Roll)

This video spot appears before (Pre-Roll) and/or during (Mid- Roll), in both desktop and mobile.

Ad Format	Video Ad (Pre-Roll/Mid-Roll)
Best Used for	Brand Awareness, engagement, video views, site traffic
Placement	Before and during video content
Creative File Formats	MP4
Third Party Tags Supported	VAST
Video File Size and Length	Up to 100MB, at least 1280X720 Pre-Roll: Up to 20 seconds Mid-Roll: Up to 40 seconds

EngageRoll™

Interactive video spot that allows viewers to choose whether they want to watch the actual video-ad or skip it. This spot 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.

Ad Format	EngageRoll™
Best Used for	Brand Awareness, engagement, video views, site traffic
Placement	Before and during video content
Creative File Formats	MP4
Third Party Tags Supported	VAST
Video File Size and Length	Up to 100MB, at least 1280X720 Desktop: Up to 5 minutes Mobile: Up to 60 seconds
Functionality	A skip button appears on the screen 5 seconds after the Video Ad starts to play. Click on it stops the Video Ad and allows the viewer to continue watching the video content.

◉ Rocks the world of premium video advertising   info@arti-media.net | www.arti-media.net

SmartOverlay™
Shows standard (IAB) or smart (VPAID) overlay ads without interfering the video content to maximize engagement. By using a player adaptation technology, the size of video content will become smaller, so the overlay ad will not interrupt it. The video content will automatically return to its original size upon ad completion.

Ad Format	SmartOverlay™
Best Used for	Call-to-action
Placement	At the lower section of the video player (20% of the full size).
Creative File Formats	SWF, GIF, PNG, JPG
Third Party Tags Supported	Yes
Dimensions	468x60, 234x60
File Size	Up to 50KB
Functionality	Duration: 15 seconds (includes a close button)

Iscroll
The Iscroll tool will help to create a holistic campaign by serving video ads along textual contents, in pages that don't include a video player. The Iscroll video player will appear while the viewer is reading the text content and stop playing if the viewer scrolls the page.
CPV payment method- only for completed views.

Ad Format	SceneRoll™
Best Used for	Brand Awareness, engagement, video views, site traffic
Placement	Along textual content
Creative File Formats	MP4
Third Party Tags Supported	VAST
Video File Size and Length	Up to 100MB, at least 1280X720 Up to 30 seconds
Functionality	The video player will appear along scrolling a textual page. The video will play as long as 50% of the player is shown on the screen.