Click-to-Watch.

Thumbnail
- 400 x 260 minimum
- 800 x 520 recommended
- 2.5 MB maximum
- PNG or JPEG

Headline: 40 characters or less is ideal, 60 maximum

Source name : 25 characters max but shorter is better
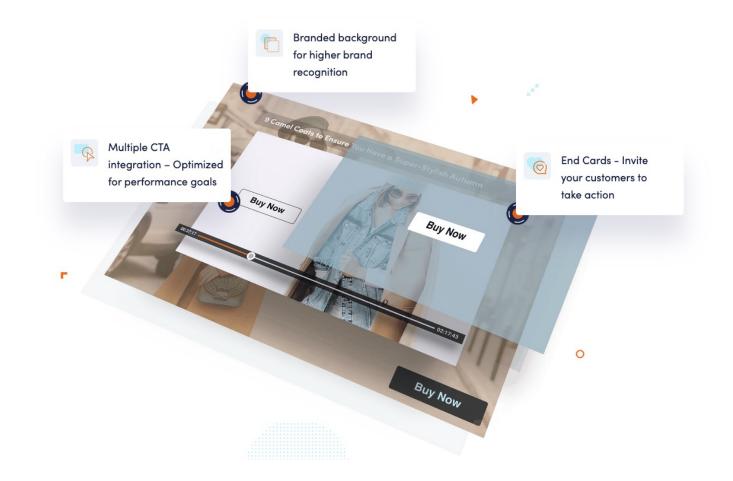
Video length
- Minimum video length: 6s
- Maximum video length: 180s
- Recommended video length: up to 60s

Video format
- MP4, MOV / VAST, VPAID
- FPS: 24
- 350 MB maximum, 100MB recommended
- 16:9 aspect ratio
- Recommended bit rate above 1000 Kbps

CTA button (optional)
- PNG, JPEG
- 550x120 recommended but flexible

Click-to-Watch – Branded Layer.

C R E A T I V E S P E C S & T E C H N I C A L R E Q U I R E M E N T S

Background image
- 16:9 aspect ratio
- 1920 x 1080 minimum
- 1 MB maximum

  */!\ Send an image w/o any additional elements
  (CTA or logo). Avoid a background image with important
  elements at the center.
  Video player size is responsive and might cover it.*

Logo (optional)
- 800 x 600 maximum
- 400 KB maximum

  /!\ Needs to be sent as a separate file

CTA button (optional)
- URL required
- 800 x 600 maximum
- 400 KB maximum
- 300 x 110 recommended, but not required

  /!\ Needs to be sent as a separate file