



# STANDARD VIDEO

General address for material delivery\*  
[adopsbe@adux.com](mailto:adopsbe@adux.com)

\* Material sent to a personal mail address will not be taken into account

# DELIVERY GUIDELINES

- Delay : 5 business days
    - MP4, FLV
    - VAST (1,2,3)
  - Feedback on material validity within 48H
  - If material fails to meet our requirements: restart procedure
- Campaign material should include
    - All necessary creatives that meet our specifications
    - Destination links that are live
    - For vast: accept vast 1,2 (recommended) or 3
    - VPAID accepted
    - For 3rd party material: active redirects

# SPECIFICATIONS

Specification	Explanation
Extension	.flv (.mov, .avi, .wmv, .mp4, HTML5)
Ratio	16:9 or 4:3
Max weight file	4mo
Destination link	Max 1024 characters
Example sizes*	1280x720 (16:9 widescreen) 960x720 (4:3 standard) HD Resolution → We tolerate any size with 16:9 or 4:3 rate, these sizes are only examples
3rd party	Accepted – no weight limit – progressive download
First frame	No blank
Length	Max 30sec

# SPECIFICATIONS

Specification	Explanation
Audio	Standard OFF (only ON when interaction mouse on speaker sign, audio stops if user clicks again) Indication of speaker sign
Video execution options	<b><u>Option 1</u></b> Video starts automatically Audio should be off Pause/play functionality required <b><u>Option 2</u></b> Video starts on mouseover Audio should be off No pause functionality required Video & audio stop when mouse gets off the video (mouseout)