



Standard Video

General address for material delivery*

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
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- 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

Details	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	<u>Option 1</u> Video starts automatically Audio should be off Pause/play functionality required <u>Option 2</u> Video starts on mouseover Audio should be off No pause functionality required Video & audio stop when mouse gets off the video (mouseout)