



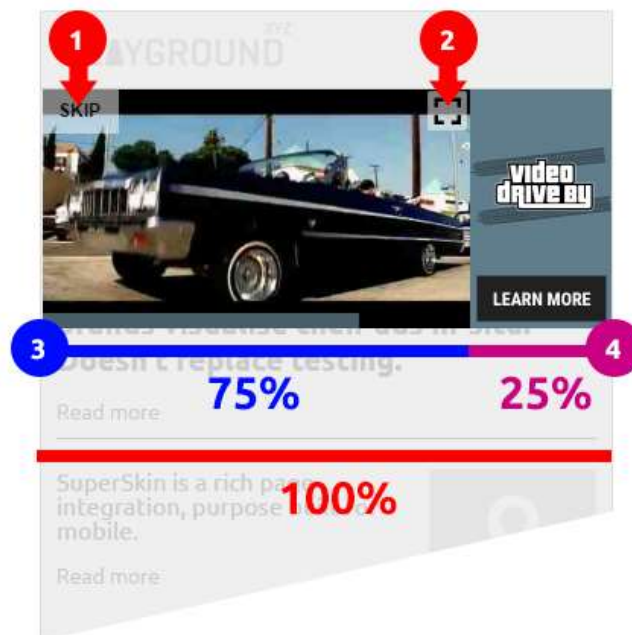
Video DriveBy Ad Specifications

Date issued: 18/08/2016

Background

Using our insights from Top&Tail we know that on long vertical pages, the top of the screen is the area that best suits the UX. By having the unit seamlessly 'drive by' under the site header it is on the screen but not in the way. Sound off by default.

DriveBy Specs



1. The unit has two versions – Skippable and Non-skippable (subject to publisher discretion). On skippable, button is automatically added to your creative. Allows a user to dismiss the ad after five seconds. Not customisable. Sits on top of video component.
2. Expand button. Automatically added to creative. Allows user to expand creative and watch included video with sound in native player, full screen. Not customisable. Sits on top of video component.

3. Video component (75% width) – the video component resizes to fill 75% of the horizontal screen. The video must be 15s and supplied in a 16:9 aspect ratio. The duration bar can be customised. Please supply a single hex code.
4. CTA Panel (25% width) – the CTA panel sits to the right of the video and occupies 25% width of the screen with a varied height. The supplied creative will be resized to fit but stick to the same ratio.
5. Standard banner – a 320x50 sits in the normal ad space to supplement the Drive By unit.

Note this creative is responsive. Creative assets resize to always be 100% width.

Click [here](#) to view our sample creative.

Deliverables

Note: This product is still in it's Beta phase. Playground templates and Wizard functionality are not yet available.

The following components are required for us to deliver your Drive By creative.

- **1 x up to 15 second video (MP4)** all resolutions are acceptable but the original video must be in the **16:9 aspect ratio** (eg YouTube). Your video will be processed by our Drive By video encoder.
 - **1x CTA Panel** – 188 pixels wide, 316 pixels height. This panel can be anything to support your creative. Your creatively will automatically resize to fit within allocated space. Keep fonts above 20px to remain readable if possible.
 - **1 x Hex code** (colour) for progress bar.
 - **1x 320x50** standard banner @2x i.e. 640x100.
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Reporting

- Impressions
- Viewable Impressions (50% pixels 2 sec video)
- Video views 25/50/75/100% complete
- Video expanded/full screen
- Clicks to external
- CTR