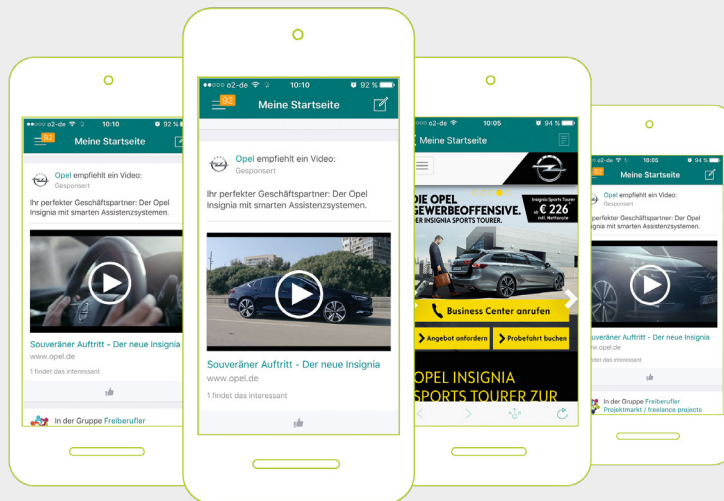




# Video Ad

## Technical Specifications



### Texts and video:

- Text: 80 characters
- Titel: 60 characters
- Video: Max. recommended length is 1 minute
- Subtitles: Your video starts automatically without sound. You can add subtitles to your video. We accept the following formats: WebVTT, SRT, DFXP

### Further technical requirements:

- Standard: 720 pixels
- Image size: 1280 x 720 pixels
- Video Bitrate: 10,000 kBit/s

- Audio Bitrate: 256 kBit/s
- Aspect ratio: 16:9, no pillarbox or letterbox bars
- File size: Max. 5GB
- Frame rate: Max. 30 fps (frames per second)

### Video formats:

- Many video formats are supported. The most common are: 3GP, AVI, FLV, MOV, MP4 and WMV
- We do not support the following formats:
  - Quicktime (MOV) files using the Apple Intermediate Codec (e.g. used in Final Cut Pro)

- DRM (digital rights management) protected files from Microsoft (WMV) or from their iTunes Store (M4V, MOV)
- WMV Videos, using the MSS2 Codec
- Videos created by the program GoToMeeting
- Your videos should meet the following specifications:
  - MP4 Container Format, H.264 Video Codec, AAC Audio Codec