

Outstream

Outstream is an attention-grabbing video ad unit that gives advertisers an opportunity to feature their short-form video content in a highly-visible native advertising placement within Northstar's award-winning content.

HIGHLIGHTS

- Outstream is natively placed and renders/auto-plays between 4th and 5th paragraphs within the body of an article, giving an advertiser's video ad a higher level of visibility and editorial context than standard in-stream video.
- To see a demo of the outstream unit, [click here](#).

HOW IT WORKS

- The unit (sized 640x360 px) renders between 4th and 5th paragraphs within the body of an article as a reader scrolls to the placement, and auto-plays the video. Upon completion of the video the unit delays to give a final opportunity for the user to click-through to the advertiser's destination, before collapsing.
- The unit can feature a call-to-action (CTA) button while the video plays, linked to an advertiser's chosen destination.
- Client Supplies short-form video asset, and destination URL.



PERFORMANCE INDICATORS

- Impressions, Clicks, CTR, Play Length (Start, 25%, 50%, 75%, Completion), Mute, Viewability, Avg View Rate, Avg View Time.

TECHNICAL SPECIFICATIONS

- Accepted video file types: MP4, MOV, AVI, MPEG, OGV file. Or a YouTube Video URL, or Vimeo Video URL.
- Click, impressions, engagement and viewability third-party tracking are also accepted.
- Video files larger than 4 MB are not accepted.

	Max Video Length	Max Video File Size	Unit Dimensions	Call-To-Action Max Character Count
Outstream	:15	4 MB	640x360	3 words

*File size applies to videos hosted on YouTube and Vimeo as well.