

# Video Billboard

Highlight your content with our Video Billboard

## HIGHLIGHTS

- Our Video Billboard unit pairs all the benefits of a highly-visible billboard ad unit with the impact and ease of digestion that comes with video content.
- A premium way to engage our audience for desktop and tablet display.

## HOW IT WORKS

- The Video Billboard rests at the top of our sites as a banner.
- Upon first page load, the video, usually positioned to the right in the billboard, will automatically play.
- The user can click on the CTA button that will direct them to the desired 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.
- Files larger than 4 MB are not accepted.

	File Format	Max Video Length	Max Video File Size	Unit Dimensions
Main Video	Video	:15	4 MB	Full Screen
	File Format	Resolution	Max File Size	Unit Dimensions
Background Banner	GIF, JPEG, JPG, PNG (Flash not supported)	72 DPI	60 KB	970x250