



**EccaNova**



## **MEDIA SPECIFICATIONS**

*Ad Exchange/Programmatic Video*

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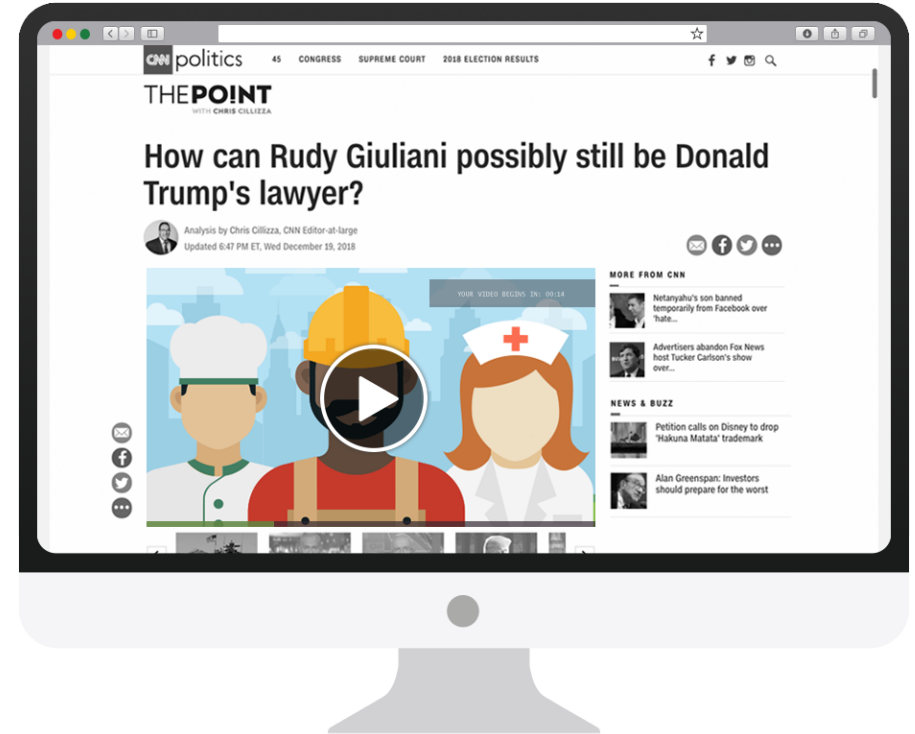
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## TABLE OF CONTENTS

1. In-Stream Video Specs
2. In-Banner Video Specs
3. Web Video Ads - Specs
4. App Video Ads - Specs
5. Over-the-Top (OTT) Video Ads - Specs





## 1. IN-STREAM VIDEO SPECS

IN-STREAM VIDEO								
RECOMMENDED FILE SIZE	FORMAT	RECOMMENDED ASPECT RATIO	UNIT SIZE	VIDEO LENGTH	VIDEO PLACEMENT	COMPANION BANNER	FPS	OVERLAYS
<ul style="list-style-type: none"> <li>▶ 10 MB maximum (anything over will be converted)</li> <li>▶ Secure ad calls and placement tags required</li> </ul>	<ul style="list-style-type: none"> <li>▶ MP4</li> <li>▶ FLV</li> <li>▶ WebM</li> </ul> (MP4, FLV and WebM are required for AdX)	<ul style="list-style-type: none"> <li>▶ 4:03</li> <li>▶ 16:09</li> <li>▶ Other aspect ratios available</li> </ul>	<ul style="list-style-type: none"> <li>▶ 400 x 300</li> <li>▶ 480 x 360</li> <li>▶ 640 x 360</li> <li>▶ 1920 x 800</li> <li>▶ Other sizes available</li> </ul>	<ul style="list-style-type: none"> <li>▶ 15 sec. (recommended)</li> <li>▶ 30 sec.</li> <li>▶ 60 sec.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Pre-Roll</li> <li>▶ Mid-Roll</li> <li>▶ Post-Roll</li> </ul>	<ul style="list-style-type: none"> <li>▶ 300 x 250 (maximum 30k)</li> <li>▶ Other sizes available</li> </ul>	<ul style="list-style-type: none"> <li>▶ 24-25</li> <li>▶ 29-30</li> </ul>	Please inquire

## 2. IN-BANNER VIDEO SPECS

IN-BANNER VIDEO					
MAXIMUM FILE SIZE	VAST	AUDIO/VIDEO	RECOMMENDED SIZES	MAXIMUM FPS	FLASH ADS
<ul style="list-style-type: none"> <li>▶ 100 MB</li> </ul>	Must be IAB VAST-complaint	Must be user-initiated	<ul style="list-style-type: none"> <li>▶ 300 x 250</li> <li>▶ Secure ad calls and placement tags required</li> </ul>	<ul style="list-style-type: none"> <li>▶ 24 FPS</li> </ul>	<ul style="list-style-type: none"> <li>▶ Maximum 24 FPS</li> <li>▶ Must use the clickTAG function on the top-most layer               <ul style="list-style-type: none"> <li>▶ Include a stop (); function on the last frame</li> <li>▶ ClickTAG must open in a new browser</li> <li>▶ No external calls</li> </ul> </li> </ul>



## 3. WEB VIDEO ADS - SPECS

WEB - VIDEO ADS	
<b>Description</b>	Desktop, Mobile, Tablet
<b>Duration</b>	15-30 seconds preferred
<b>Audio</b>	Permitted
<b>Format</b>	flv, mpg, mp4, mov, wmv
<b>File Size</b>	<200mb
<b>Aspect Ratio</b>	4:3 or 16:9
<b>Frame Rate</b>	24 or greater frames per second
<b>Click-Thru URL</b>	Required
<b>Third Party Tags</b>	Third party tracking tags are accepted from all providers (i.e. Double Verify, Sizmek, Flashtalking, etc)
<b>Third Party Serving</b>	VAST 2.0 Tags supported, VPAID



## 4. APP VIDEO ADS - SPECS

APP - VIDEO ADS	
<b>Description</b>	Mobile, Tablet - Interstitial, Pre-roll
<b>Duration</b>	15-30 seconds preferred
<b>Audio</b>	Permitted
<b>Format</b>	flv, mpg, mp4, mov, wmv
<b>File Size</b>	<200mb
<b>Aspect Ratio</b>	4:3 or 16:9
<b>Frame Rate</b>	24 or greater frames per second
<b>Click-Thru URL</b>	Required
<b>Third Party Tags</b>	Third party tracking tags are accepted from all providers (i.e. Double Verify, Sizmek, Flashtalking, etc)
<b>Third Party Serving</b>	VAST 2.0 Tags supported.



## 5. OVER-THE-TOP (OTT) VIDEO ADS - SPECS

OTT - VIDEO ADS	
<b>Description</b>	Set-top box with integrated internet and in-stream video ads that closely resemble TV advertisements. They may appear before, between or after content (i.e. videos, games, articles or other content). In-App, CTV, Set-top-boxes, Gaming Consoles, Connected Devices
<b>Duration</b>	15-30-second preferred, up to :60 supported
<b>Audio</b>	Permitted
<b>Format</b>	VAST 2.0 MP4/H.264, HD Quality
<b>Aspect Ratio</b>	4:3 or 16:9
<b>Frame Size</b>	Standard dimensions are 1920x1080
<b>Click-Thru URL</b>	Video ad may be clickable, please supply an HTTPS click-thru URL. Most CTV is not clickable however.
<b>Third Party Tags</b>	Most third party tracking tags are accepted
<b>Third Party Serving</b>	Third party VAST 2.0 tags are supported from most major providers