

Leadtimes

Display Ads (Standard) - 3 Business Days

Display Ads (Rich Media) - 5 Business Days

Video Prerolls / Postroll and Video Lower 3rd Ads - 5 Business Days



| Streaming Video Preroll / Postroll | | | | | | |
|--|-----------|-------------------------|--|-------------------------------|------------|---|
| Format Name & Dimensions | Clickable | 3rd Party Click Command | Able To Implement 3rd Party Start & End Trackers | Video Duration Min - Max Time | Frame Rate | Video Asset Required Specifications |
| <p>VIDEO (all platforms)</p> <p><i>Note:</i> VAST 2.0 (all devices) VPAID NOT AVAILABLE</p> | Yes | | Yes | 5 sec - 60 sec | 25fps | <p>Be Viacom Specs - Please follow the below specs:</p> <p>Video: Format: H.264 (mp4) Preset: PAL DV High Quality TV Standard: PAL Dimensions: 640x360 or 640x480 Aspect ratio: 16:9 or 4:3 Frame rate (fps): 25 Bitrate Encoding: 2 Pass VBR Target Bitrate (Mbps): 0.8 - 1 Maximum Bitrate (Mbps): 2 Max file size: 4mb</p> <p>Audio: Codec: AAC Output channel: Stereo Frequency: 48 kHz Bitrate: 192 kbps</p> <p>* Please note the following specs are NOT allowed:</p> <ul style="list-style-type: none"> - Video dimensions other than 640x480 or 640x360 - Codec: ON2 VP6 SORESENSE Spark WMV - Format ".WMV * " - Format ".FLV * " - Format ".MPG * " |



VIMN Advertising Specifications

Last Updated: May 26th 2016

Creatives (all devices)

- We no longer accept Flash - Only JPEG, PNG, GIF or HTML5 creatives will be accepted
- If serving via third party ad server **polite download** must be present at all times - this is for slower internet connection users (to reduce discrepancies)
- We cannot guarantee that all types of MRAID tags will work on Viacom Apps
 - We need a **6 week certification period** for partners providing MRAID tags
 - If the MRAID tags have been tested and do not work, alternative creatives should be supplied
- We will action no more than 3 changes per creative per life of the campaign

Language Versions

Ads running on all sites (both display and videos) must be in the **local language**

Leadtimes

Display Ads (Standard) - 3 Business Days

Display Ads (Rich Media) - 5 to 7 Business Days

Video Prerolls / Postroll and Video Lower 3rd Ads - 5 Business Days (Up to 7 business days for VAST tags)

Preferred and Approved 3rd Party Vendors

Sizmek (Mediamind), DoubleClick RichMedia, Atlas Facebook, Pointroll, Flashtalking, Eyewonder, Adform, Weborama.