IN-UNIT VIDEO AD UNITS

Overview

Run the video of your choice within the standard 300x250 or 728x90 ad positions.

Length: 15-30 seconds max.

Video may be user-initiated or autoplay on page load. Video may also begin on rollover.

All sound/audio must be user-initiated on click.

Audio controls must include clear icon or appropriate text.

Video controls must be clearly visible.

Expansion is not supported.

Looping is not permitted.

Video ads should be third-party served.

Frame Rate: 24 FPS max

Initial File Load Size: 40 KB max
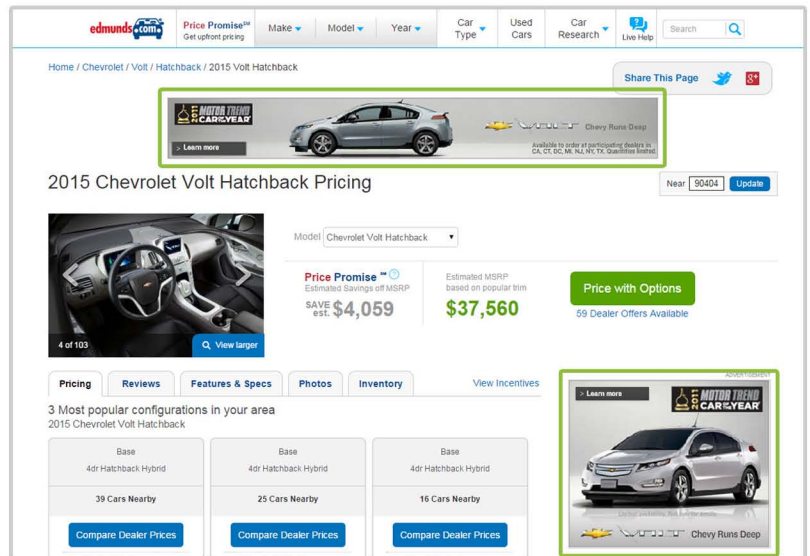
Streaming/Subsequent Polite Load Size: 1.2 MB max

Backup image should be included: 40 KB max

Supported Rich Media Vendors:
http://www.edmunds.com/media-kit/ad-specs/third-party.html

Rich Media Video Demo:
http://www.richmediagallery.com/galleryDetail/?id=35751

CONTACT US TO GET STARTED

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