

AD SPECIFICATIONS FOR INSTREAM

	INSTREAM	BRANDED PLAYER	ENDCARD
File Format	.mp4 (.flv not supported)		.jpg, .gif, .png
File Size	16:9 - 1080p - 1920x1080 (min. 720p - 1280x720)		1280x720 or 1920x1080
File Weight	max. 4 MB		
Duration	6-20 sec (recommended)	6-30 sec	x
Aspect Ratio	16:9		
Text Overlay	Yes (recommended)		
Audio	AAC, Stereo, 48,000 kHz		
Bitrate	5-7.5 Mbit/s		
Frame Rate	min. 25 fps		
Vast / Vpaid Standards	VAST 4.0 / VPAID		
3rd Party Tracking	IAS, Moat, Meetrics, While Ops, DoubleVerify, Batch, Nielsen		
Logo / Font / Artwork	x	.ai .svg .png	.eps .svg .png
CTA Button	x	5-15 characters	5-25 characters
Text Slogan	x	5-30 characters	5-45 characters
Click Out	Click Out Clickout URL		



LEAD TIME:

5 business days upon receiving the finalized assets. **Delivery to:** annons@nordiskemedier.se