

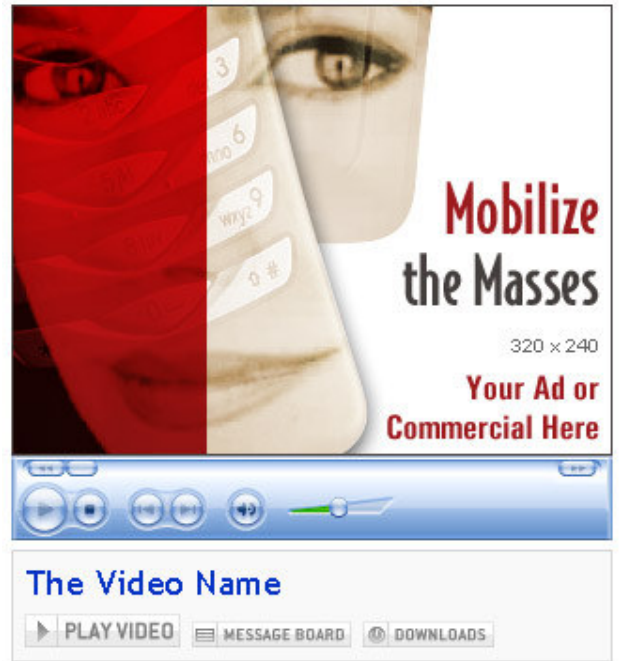
# Video Ads Program Specifications

Engage your audience with a video ad that will run before high-demand feature editorial videos.

Sites and Positions Available: Tom's Hardware Guide, TG Daily, TwitchGuru, MobilityGuru



## VIDEO AD SAMPLE



Item	Specifications
Dimensions for the AD	320 x 240 pixels
Maximum File Size	Unlimited but playtime is 15 seconds
Animation	Yes
File Format	. WMV; .AVI; .MOV
Image Rotation	Only one creative maximum may be rotated per campaign. No looping
Linking URL	An active URL must be provided as it will be linked from the logo button and cannot exceed 128 characters.
Third-party tracking (optional)	TG Publishing will host the Logo Button, but a 1x1 pixel JPG may be provided to allow third party tracking of ad impressions.
Compression	DV/NTSC
Audio	Stereo no higher than 48 KHz
Frame Rate	29.97 fps
Pixels	Square
De-interlacing	Yes
Ad Length	Maximum of 15 seconds
Linking URL	Video must be linear and non-interactive (cannot contain any clickable "hot spots")
Third-Party Serving	Third-party serving is not allowed.

**Deadlines:** TG Publishing requires all creative be submitted ten business days prior to the scheduled launch date. MOV file will be posted on a FTP site. Movie FTP site: <ftp://tau16.pair.com> – a user login and password will be provided

**Note:** If the submitted creative does not conform to the above specifications, it will not be placed online and may result in a delayed launch date.

**Questions:** If you have any questions regarding the development of your creative, contact your TG Publishing Account Coordinator.