

# Video Display Specification

## What we need:

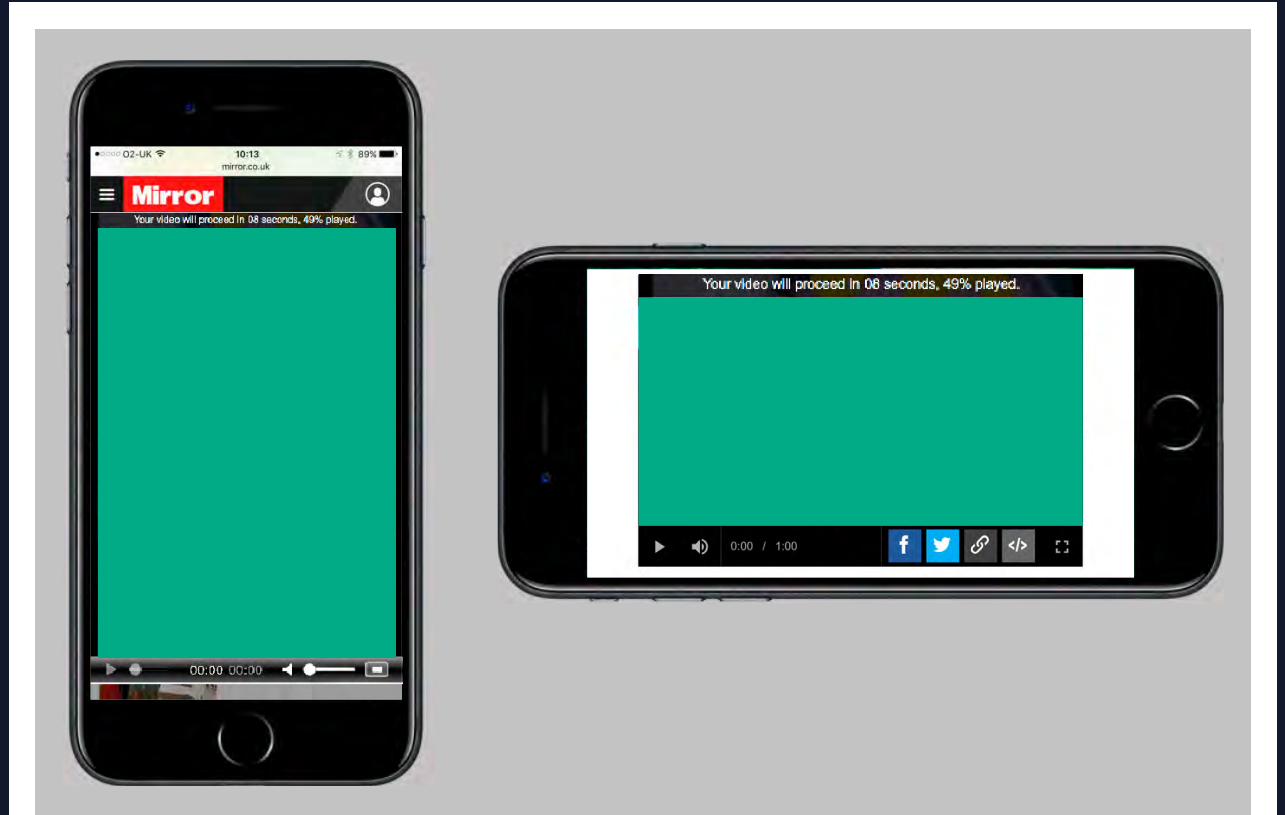
- 15 or 30 second video in MP4 format
  - Landscape Video (16:9 ratio (w:h))
  - Portrait Video (9:16 ratio (w:h))
- Max file size 50Mb
- Target location + radius
- Campaign start and end date
- Target audience demographics
- **URL for the click through.**

## Lead time:

48 hours to begin a campaign from receipt of all collateral.

## Tracking links:

Please ensure if you would like to add click tracking links to your campaign this is sent across as your URL. Please note we **cannot** accept 3rd party tags.



## Video:

MP4 - 15 or 30 seconds

Aspect ratio: landscape 16:9 or portrait 9:16 (w:h)

Max file size 50Mb

*\*Examples are for illustrative purposes only. The area shown in green indicates the video in situ, this is not to scale, please follow the ratio given.*