

Advertising Specifications





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Video Submission Guidelines

Video ad aspect ratios can be 4:3 or 16:9, video will be scaled to show in different size video players.

Option #1: Submit Original Video File

Blip will encode to flv

- Video length – Pre Roll up to 30 secs, Post Roll up to 60 secs
- Acceptable file formats – AVI (non-proprietary codec), MOV (non-proprietary codec)
- Dimensions – 640x360 (16:9) or 640x480 (4:3)
- Clickable – Please submit clickthrough URL

Option #2: Submit .FLV file

- Video length – Pre Roll up to 30 secs, Post Roll up to 60 secs
- Dimensions – 640x360 (16:9) or 640x480 (4:3)
- Frames rate – same as source or 1/2 of source (15 – 30 fps)
- Video Data Rate – 800kbps
- Audio Data Rate – 48kbps
- Total Data Rate – 848kbps
- Keyframe – every 30 – 60 frames (2 seconds)
- File format required – FLV

Option #3: Submit .SWF file

Must be built to VPaid Standards. Visit www.iab.net/vpaid for more information

- Frames rate – 30 fps
- All code should be Actionscript 3.0.
- SWFs should be exported for Flash Player 10.
- Must not reference level0 in ActionScript. It is recommended that relative paths be used instead.
- Any reference to any methods or properties of the Stage class must be removed.
- ActionScript should not change the player quality.
- Preloaders are built into the players, so they should not be present in the movie.
- The following code must be present `System.security.allowDomain("**");`



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General Submission Guidelines

Custom Ads

All custom ads are built in-house by blip.tv.

Client to supply:

- All graphic elements
- All fonts required
- All videos required
- 3rd Party tracking Tags (If required)
- Landing page URLs

Lead Times:

All assets must be received by Blip.tv 10 Business Days before the Campaign's Start Date. Failure to do so can delay the campaign from going live on time.

Standard Pre Roll / Post Roll

Client to supply:

- All video elements
- 3rd Party tracking Tags (If required)
- Landing page URLs

Lead Times:

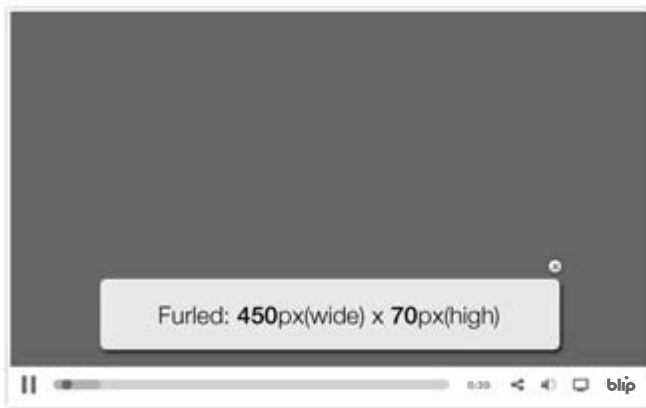
All assets must be received by Blip.tv 5 Business Days before the Campaign's Start Date. Failure to do so can delay the campaign from going live on time.

Ad Tracking

For custom creative, we can accept an unlimited number of third party tags including survey embeds, and verification tags, such as DoubleVerify. We track quartiles on all pre-roll units, whether custom or otherwise. On custom units we additionally track all levels of engagement metrics to the client specification using custom built pings to an internal ad server or third party tags provided by the client.

Standard / Expandable Overlay

Standard Overlay's click through to to your landing page. Expandable Overlay's are designed to provide brand engagement. For examples, please visit www.blip.com/epk



Dimensions

Furled: 450x70 pixels

Expanded: 580x300 pixels

(Standard Overlay's remain in the furled state)

The ad will scale down proportionally depending on the video's size. The standard video size on blip.tv is 625x360 pixels. All units include a close button.

File Types

All Overlays on blip are flash based built to VPaid Standards

- Action Script 3
- Flash Player 10

Client to Supply

All custom ads are built in-house by blip. Client is to supply:

- All graphic elements
- All fonts required
- All videos required
- 3rd Party tracking Tags
- Landing page URL's

Please see Submission Guidelines for further information.

Preroll / In-stream Bug Overlay

The Bug Overlay is an alternative to the Expandable Overlay. Instead of using a banner, a graphic appears at the top right of the player. Visit blip.com/epk for examples.



Dimensions

Bug: 120x100 pixels

Expanded: 580x300 pixels

The ad will scale down proportionally depending on the video's size. The standard video size on blip is 625x360 pixels.

File Types

All Overlays on blip are flash based built to VPaid Standards

- Action Script 3
- Flash Player 10

Client to Supply

All custom ads are built in-house by blip Client is to supply:

- All graphic elements
- All fonts required
- All videos required
- 3rd Party tracking Tags
- Landing page URL's

Please see Submission Guidelines for further information.



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Pre-Roll Bumper

Add further to the pre-roll including, but not limited to DVR tune-in reminders, google maps, SMS and social network messaging. For examples, please visit www.blip.com/epk



Dimensions

Video ad aspect ratios can be 4:3 or 16:9, video will be scaled to show in different size video players.

Client to Supply

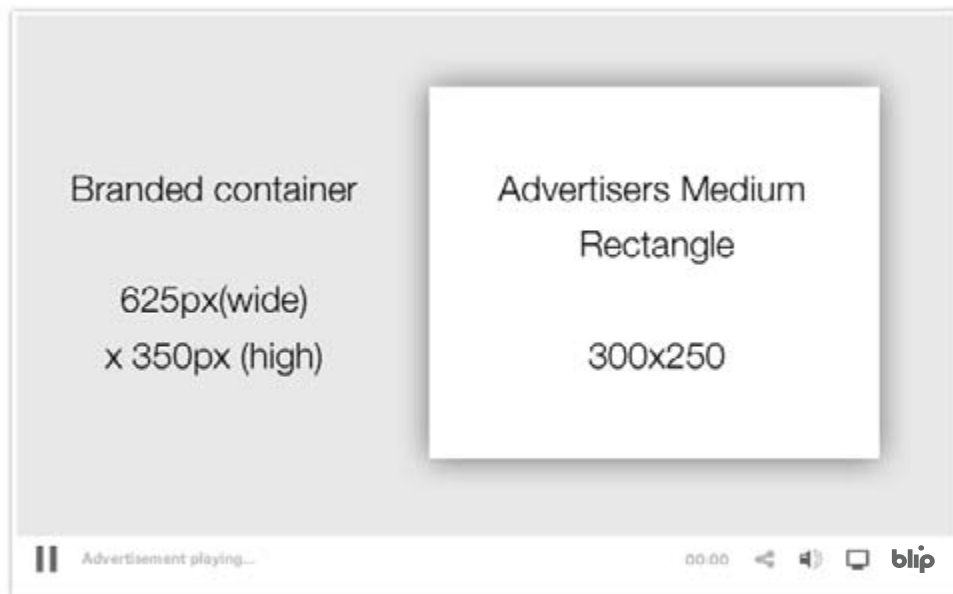
Please see Pre-Roll Submission Guidelines for further information.

File Types

Formats supported: .swf (VPAID Standards compaint). Please see Pre-Roll Submission Guidelines for further information.

Enhanced Medium Rectangle

This is a brand new unit developed in-house by blip. This unit allows advertisers to use standard 300x250 Medium Rectangle ads and display them as a Pre-roll or post-roll. For examples, please visit www.blip.com/epk



Dimensions

Standard 300x250 ad is loaded into a 625x350 container. The container will include the advertisers logo, message and a CTA.

File Types

Formats supported: .swf, .gif, .jpg

Client to Supply

Client is to supply the 300x250 standard ad creative. Blip will produce the container.

Further Notes

The 300x250 Medium Rectangle is allowed up to 30 secs of animation for Pre-roll and upto 60 secs for Post-roll. It can click through to a landing page as if on a regular webpage.