

WPNI Video Syndication pre-roll advertising has three components:

1. **Pre-Roll Video**
2. **234 x 60 companion unit – Optional**

1. Pre-Roll Video Ad Specs

Formats supported: .FLV or .SWF

Option #1: Submit the Master Digital Video File

- Video length - :15 seconds
- Uncompressed 720x486 or 720x480 (4:3) or 16:9 QuickTime (.mov) or AVI master file
- WPNI will encode to the .FLV specification below
- Video Ad is clickable, please supply a click-thru URL
- See Tracking & Reporting for impression tracking information

Option #2: Submit .FLV file to the following specification

- Video length - :15 seconds
- Dimensions – 480x360 or 480x270
- Frame rate – same as source or ½ of source (15 – 30 fps)
- Video Data Rate – 352kbps
- Audio Data Rate – 48kbps
- Total Data Rate – 400kbps
- Keyframe – every 30 – 60 frames (2 seconds)
- File format required – FLV, Flash 7
- It is recommended to crop to TV-Safe Area and de-interlace
- Video Ad is clickable, please supply a click-thru URL
- Video should not include a leader
- See Tracking & Reporting for impression tracking information

2. Leave Behind 234 x 60 Banner Ad Unit Specs - OPTIONAL

- Non-progressive jpg or .gif
- Dimensions – 234x60
- File Size: 10k
- This unit is clickable, please provide a click-thru URL

Tracking & Reporting

Advertisers/agencies have the opportunity to employ 3rd party video and adjacent unit ad tracking, subject to supported capabilities.

Today, the following impression tracking solutions are supported:

- The syndicated video player tracks video ad and adjacent companion unit imps as one unit. Impression numbers are available upon request and are provided through a third party.
- Advertisers can provide their own 1x1 pixel that is served at the start of video ad plays that pings back to a third party server for impression tracking purposes. Please make sure the 1x1 pixel contains a cache-busting element to ensure accurate tracking. If desired, advertiser can also provide pixels for tracking the mid point and the end point of their pre-roll placement.

Today, the following click tracking solutions are supported:

- WPNI tracks clicks for the video ad unit and companion unit, but does not break out the clicks by each individual ad unit.
- For video assets, advertisers can provide a redirect click-thru URL. Please make sure the click-thru contains a cache-busting element to ensure accurate tracking.
- For companion unit assets, advertisers can provide a redirect click-thru URL. Please make sure the click-thru contains a cache-busting element to ensure accurate tracking.

At the request of our syndication partner sites, WPNI will not provide any impression or click reporting by site. All reporting will be an aggregation of impressions from all sites the campaign runs on.