

WPNI pre-roll advertising has three components:

1. **Pre-Roll Video**
2. **468 x 60 companion unit – REQUIRED**
3. **300 x 250 unit – OPTIONAL and only displays when player can accommodate**

1. Pre-Roll Video Ad Specs

Formats supported: .FLV or .SWF

Option #1: Submit the Master Digital Video File

- Video length – sold as :15 units
- 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 – sold as :15 units
- 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. Companion Unit 300x250 Ad Unit Specs – Required

A 300x250 can run alongside the video advertisement. When the video ad unit starts to play, the content on the right side of the WPNI player will fade and a 300x250 static or rich media ad will display providing exclusive ownership of the player. This 300x250 unit remains for the duration of the advertisement stream. Please Note: Not all WPNI players can display a 300x250 ad during Pre-Roll and thus impressions will not match video streams exactly.

Expanded Banner (300x250) Ad Unit Formats supported: .JPG

IMPORTANT: WPNI can only accept non-progressive .jpg ads. WPNI will serve all ad units directly from our servers including video and banner ad units. 3rd party ad tags are permitted for serving this jpg unit.

Static Option (JPEG)

- Non-progressive jpg required
- Dimensions – 300x250
- File Size: 30k
- This unit is clickable, please provide a click-thru URL

PLEASE NOTE, DUE TO FLASH 7 ARCHITECTURE GIF IMAGES ARE NOT SUPPORTED

3. Leave Behind 468 x 60 Banner Ad Unit Specs - Optional

When the video ad starts to play, a 468 x 60 (tab player) ad unit also appears at the bottom right corner of the player. This placement continues to display after the streaming video ad completes and will remain until the next video ad plays.

Leave-Behind Ad Unit Formats supported: .JPG

IMPORTANT: WPNI can only accept non-progressive .jpg ads. WPNI will serve all ad units directly from our servers including video and banner ad units. Please submit the non-progressive .jpg creative files. 3rd party ad tags are permitted for serving this .jpg unit.

Static JPEG Option

- Non-progressive jpg required
- Dimensions – 468x60 for Tab Players
- File Size: 10k
- This unit is clickable, please provide a click-thru URL

PLEASE NOTE, DUE TO FLASH 7 ARCHITECTURE GIF IMAGES ARE NOT SUPPORTED

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:

- WPNI's video player tracks video ad and adjacent banner impressions as one unit. Impression numbers are available upon request and are provided through Doubleclick's DART.
- 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.

Today, the following click tracking solutions are supported:

- WPNI tracks clicks for the video ad unit and .jpg banner ad units, 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 .jpg banner assets, advertisers can provide a redirect click-thru URL. Please make sure the click-thru contains a cache-busting element to ensure accurate tracking.