

GEC Video Ad Formats

1. Pre-roll or Mid-roll
2. Mid-roll with Carousel
3. Pre-roll and Mid-roll with Takeover
4. Pre-roll and Mid-roll with Lead Gen
5. Mid-roll with Webview

hotstar

Video file specifications for all video formats

Specifications:

Container	.MP4	Duration (Pre-roll)	Upto 6 seconds	3rd party tracking	https sizmek trackers
Bit rate	50 Mbit/s CBR	Duration (Mid-roll)	Upto 30 seconds		
Codec	XD CAM HD 422	Sound	10dp to -12dp		
Dimensions	1920 × 1080 (16:9)	Logo placement in the video	See specs below		
Frame rate	25 fps				

Logo placements for video content



Specifications:

Use of Logo in the creatives

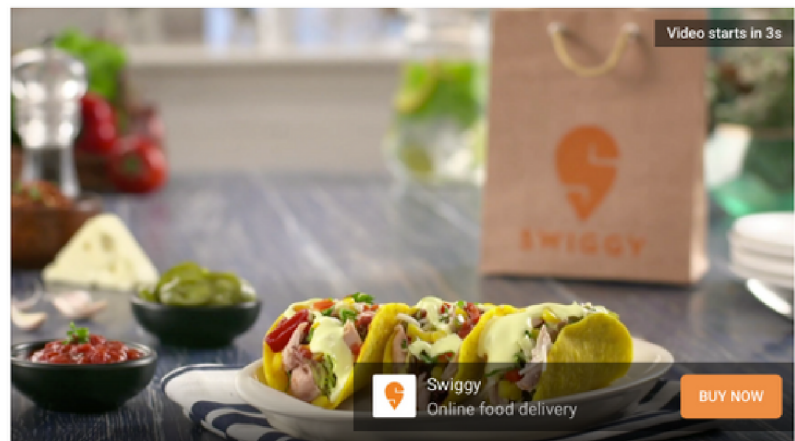
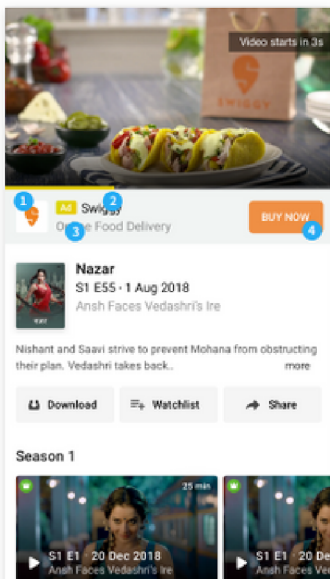
Logos on creatives should be placed only in the top left corner, leaving a margin of 30px from top and 30px from left

The logo must be contained within the below dimensions (The rectangle is just for an understanding of dimensions for your Logo size, don't add it in the creative)



Width: 250 px
Height: 100px

1. Pre-roll or Mid-roll



Specifications:

1. Brand logo

Dimension: 120px x 120px
File type: JPG
Max. file size: 50 KB

2. Brand name

Max. 20 characters
(including spaces)

3. Campaign title

Max. 24 characters
(including spaces)

4. Call-To-Action (CTA)

Choose from:
Learn More / Buy Now / Install / Order
Now / Shop Now / Contact Us / Apply
Now / Sign Up / Book Now

Custom: Max. 10 characters
(including spaces)

5. Brand colour for CTA

Hex code of the brand colour
(If the CTA colour merges with the UI of our platform,
we will need an alternative hex code)

6. Ad click URL

Deeplink URL (optional; only for apps)
Landing Page URL

Ad will first attempt to open the deeplink
URL. If not, the landing page URL will open.

2. Mid-roll with Carousel

Video starts in 3s

1 2 3 4

India Online Shopping

Download the app to get exciting deals on Direct Flights from Mumbai & Delhi to Phuket & Male

Amazon Echo ₹9,999 ₹10,999

Redmi Y1 ₹8,999 10% OFF

BPL Smart ₹13,490

SHOP NOW

Nazar S1 E55 - 1 Aug 2018 Ansh Faces Vedashri's Ire

Video starts in 3s

Get best offers on top Branded Mobiles, Electronics, Fashion, Lifestyle & more.

Amazon Echo ₹9,999 ₹10,999

Redmi Y1 ₹8,999 10% OFF

BPL Smart TV ₹13,490

Amazon Echo ₹9,999 ₹10,999

BPL ₹13,490

Amazon India Online Shopping

SHOP NOW

Specifications:

1. Brand logo	Dimension: 120px x 120px File type: JPG Max. file size: 50 KB	7. Headline	Max. 80 characters (including spaces)
2. Brand name	Max. 20 characters (including spaces)	8. Background Image	Dimensions: 1920px x 1080px File type: JPG Max. file size: 200 KB
3. Campaign title	Max. 24 characters (including spaces)	9. Number of Cards	Recommended: 5-7 Minimum: 4 Maximum: 10
4. Call-To-Action (CTA)	Choose from: Learn More / Buy Now / Install / Order Now / Shop Now / Contact Us / Apply Now / Sign Up / Book Now Custom: Max. 10 characters (including spaces)	10. Card specifications:	
5. Brand colour for CTA	Hex code of the brand colour (If the CTA colour merges with the UI of our platform, we will need an alternative hex code)	i) Card image (Both dimensions required)	Dimensions: 500px x 500px File type: JPG Max. file size: 150 KB Dimensions: 429px x 258px File type: JPG Max. file size: 150 KB
6. Ad click URL for CTA	DeepLink URL (optional; only for apps) Landing Page URL Ad will first attempt to open the deeplink URL. If not, the landing page URL will open.	ii) Card title	Max. 30 characters
		iii) Card click URL	Landing Page URL

Carousel- Image guidelines



Specifications: (500*500 px)

Character Limit for Body Text on Creatives

Maximum Characters to be used on the creatives: 24 (including spaces)
(Doesn't include Brand Logos)

Maximum Font size to be used is 45 px
(Logo cannot use max font size of the creative)

Minimum Font size to be used is 40 px

Use of Logo in the creatives

Logos on creatives should be contained within the following
dimensions: (maximum)
(The rectangle is just for an understanding of dimensions for your
Logo size, don't add it in the creative)

LOGO

Width: 190px
Height: 74px