



Digital Advertising Specification Document

Video Pre-roll/mid-rolls:

Required assets:

- Video File – MP4
- Size: less than 20mb
- Landing page URL / click thru URL
- URL should always be domain based. [IP e.g 203.xxx.xxx.xxx/product.php / Short URL e.g goo.gl/3234843.php - Not allowed]

Technical Specification:

- Screen resolution: Width 1920 x Height 1080
- Format – HD
- Frame Per Second FPS – (i) 50 or (p) 25
- Aspect Ratio – 16:9 (Full Frame Only).
- Duration –30 sec or lesser

3rd party click tracker and impression tracker – allowed.

AD Submission deadline – 2-3 working days before campaign start date.