

## Technical specifications



# Video Brandmark

| General               |                   |
|-----------------------|-------------------|
| Dimensions            | 400x300           |
| Format                | MP4, HTML         |
| Maximum file size     | 1.5 MB            |
| Video file resolution | 640x360 or better |

| HTML Creative                                   |                                                  |
|-------------------------------------------------|--------------------------------------------------|
| Consists of                                     | HTML                                             |
| Security protocol for external source links     | HTTPS                                            |
| FPS                                             | 18-24                                            |
| Body tag style                                  | overflow:hidden; margin:0; padding: 0;           |
| Meta tag in HTML head                           | name="ad.size"<br>content="width=400,height=300" |
| Loop                                            | Allowed                                          |
| Video                                           | Yes                                              |
| Audio                                           | Allowed on user click                            |
| Fullscreen                                      | No                                               |
| Closing button only for third party serving tag | Yes                                              |
| Border                                          | Allowed                                          |

| HTML – ClickTAG                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|--------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Placement                                        | Clickable area on the banner                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Example of clickTag inserted in an HTML document | <pre>&lt;head&gt;   &lt;meta name="ad.size" content="width=400,height=300"&gt;   &lt;script type="text/javascript"&gt;     var clickTag = 'https://digitalmatter.ai';   &lt;/script&gt; &lt;/head&gt; &lt;body style="overflow:hidden;margin:0;padding:0;"&gt;   &lt;a href="javascript:window.open(window.clickTag)"   target="_blank"&gt;     &lt;video loop autoplay muted="true" paused="false"     style="width:400px;height:300px;border:none"&gt;       &lt;source src="video_sticky.mp4" type="video/mp4"&gt;     &lt;/video&gt;   &lt;/a&gt; &lt;/body&gt;</pre> |