

Text Ad Video

Please don't forget to provide **the product categories** (see attachment).

Format:

Title: 50 characters max*

Text: 250 characters max*

2 Images: 75 X 75 pixels – 5 KB max (for both images, **Non-animated**)

Text ad image can be a photo or a logo.

Second image **must be a company logo** (as it will be displayed under the text ad after the mention “Section sponsored by”).

If you don't provide a logo, “Section sponsored by” won't be displayed.

Format: Video

Title: 50 characters max*

Text: 250 characters max*

Image: 610 X 343 – 20KB Max

Do not include images / graphs / pictures / tables / links / email addresses within the text as they will not be visible to the user.

Video file: 30Mb max (.FLV or .MP4 format only)
608 pixels wide X 342 pixels high

Format MUST be .FLV or .MP4 (h264 codec) compatible with Flash Player. Please note that if you provide us with a file in .WMV format, we can adjust the size of it for you.

Tips (if the file is still larger than 30Mb):

- Video frequency : 12 fps (frames per second)
- Video bitrate : 300 kbps Audio frequency : 22050 Hz
- Audio bitrate : 32 kbps or 16 kbps (depends on original quality)

+ Contact **email** to which leads from the campaign will be sent

Additional Details and Recommendations:

*Characters are not words! A character is a letter, a space, a punctuation mark, etc.

If your title/text exceeds the max limit, it won't be visible!

Since video files are big, you cannot send them by email. If you don't have an FTP, you can use websites such as www.yousendit.com or www.wetransfer.com.

Submission Lead Time:

A minimum of **5 business days** before the start of the campaign.