

Desktop and Mobile Requirements

Duration:

- 15 seconds
- 30 seconds
- 60 seconds
- Less than 5 minutes
- Creative between lengths will round up to higher value

Max File Size:

- 200 MB

Vast Tags:

- 2.0 (preferred) or 3.0 VAST tags

Formats:

- MP4 - Best Scale
- FLV, MOV, MPG, MPEG
- WEBM - to avoid encoding errors, make sure your video codec is VP8.

Bitrate:

- 2,500 kbps (minimum)

Companion Banner (Optional)

- File Types: JPG, GIF, PNG
- Accepts all standard sizes
- No delivery guaranteed

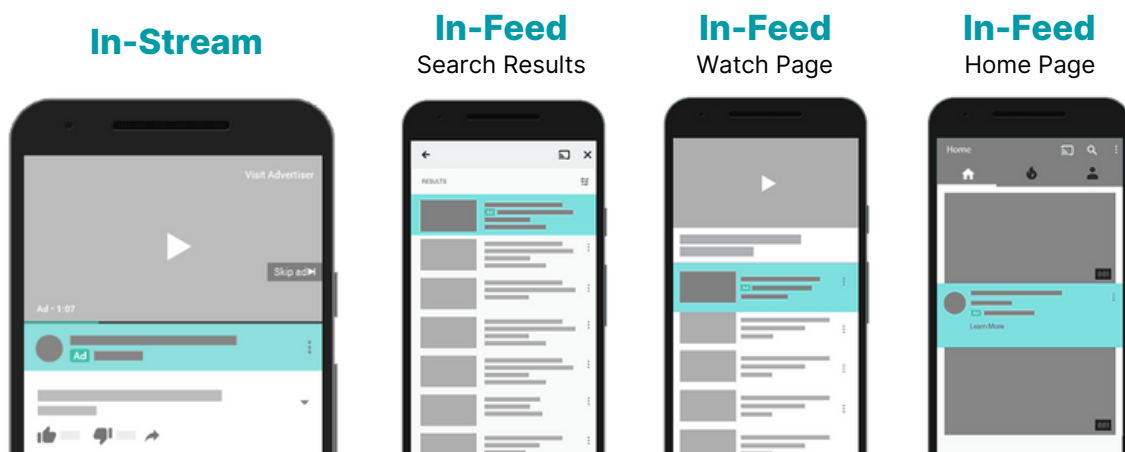
Aspect Ratio	Recommended Size	Minimum Size
16:9 (recommended)	1920x1080	640x360
4:3	640x480 or 768x576	480x360

There are certain categories of prohibited content which cannot be advertised. This can include, but is not limited to adult content, weapon-related content, alcohol-related content, tobacco-related content, and certain healthcare-related content. If you have questions regarding the content of your ad, please reach out to your account manager and/or specialist.

YouTube In-Stream Videos and In-Feed Ads

In-Stream Videos versus In-Feed Ads:

- In-Stream videos play before or during another video from a YouTube partner. Viewers see five seconds and then have the choice to skip.
- In-Feed ads appear alongside other YouTube videos, in YouTube search pages or on the YouTube mobile homepage.
 - Clicking the ad will deliver a user to the YouTube watch page to view the video rather than playing the video within the ad unit itself.
 - You'll be charged only when viewers choose to watch your ad by clicking a thumbnail.



In-Stream Skippable Video Requirements:

- Video must be uploaded to YouTube and set to Public or Unlisted
- Videos must allow embedding
- Display and Destination URLs are required
- Resolution: 16:9 or 4:3
- Maximum Length: 3 minutes
- Recommended Length: 6-30 seconds
- Call-to-Action: 10 Characters (appears during first 15 seconds of video then collapses)
- Headline: 15 characters

In-Stream Non-Skippable Video Requirements:

- Video must be uploaded to YouTube and set to Public or Unlisted
- Videos must allow embedding
- Display and Destination URLs are required
- Resolution: 16:9 or 4:3
- Video Length: 6-15 Seconds
- Call-to-Action: 10 Characters (appears during first 15 seconds of video then collapses)
- Headline: 15 characters

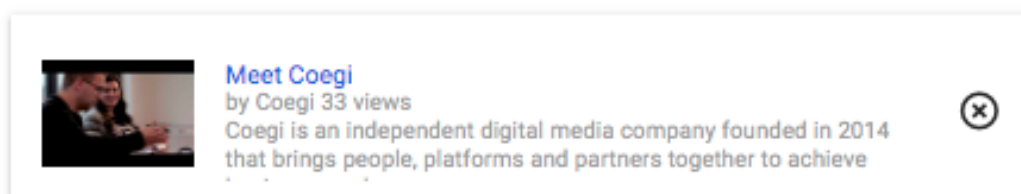
Companion Banner Specifications (Optional):

- Dimensions: 300 x 60
- File type: JPG, GIF, or PNG
- File size: 150 KB max
- GIF frame rate: Less than five frames per second

YouTube In-Feed Ads

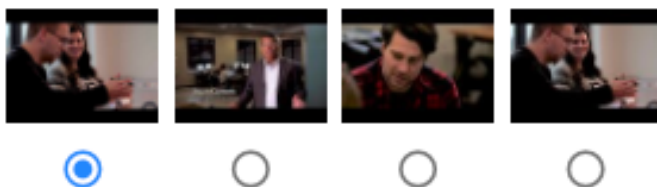
Meet Coegi Promo Video

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The image shows a YouTube In-Feed Ad for a video titled "Meet Coegi". On the left is a video thumbnail showing two people in a meeting. To the right of the thumbnail, the text reads: "Meet Coegi" in blue, "by Coegi 33 views", and "Coegi is an independent digital media company founded in 2014 that brings people, platforms and partners together to achieve". A close button (an 'x' in a circle) is located in the top right corner of the ad box.

Thumbnail



Technical Requirements:

- Video must link to a video hosted on YouTube
 - Video must be uploaded to YouTube and set to Public or Unlisted
 - No Linking URL
 - No Pixel Trackers
- Headline: 100 characters
- Description 1: 35 characters
- Description 2: 35 characters