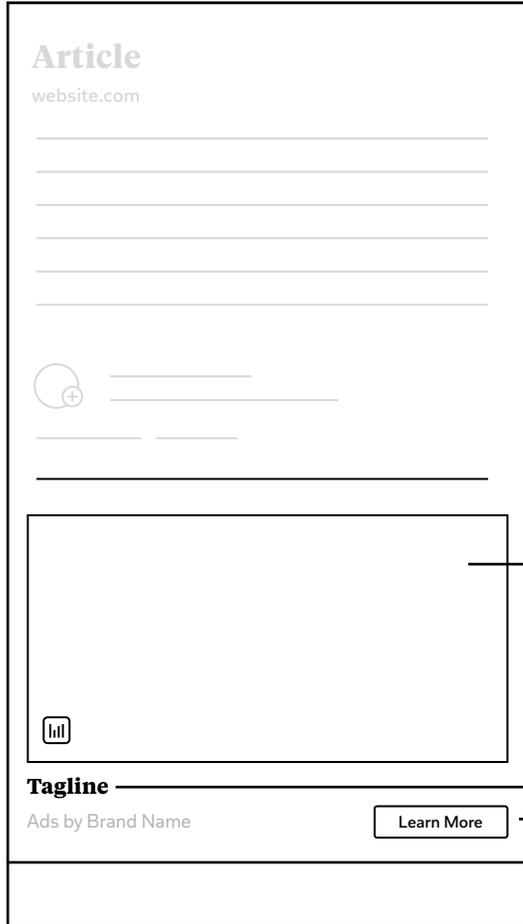


# FLIPBOARD IN-FEED VIDEO



**VIDEO ASSET**  
:15 or :30 second  
video VAST 3.0 or  
VAST 2.0 Tag

**TAGLINE**  
25 character limit  
(Optional)

**CTA**  
10 character limit  
Defaults to "Learn More"

## ABOUT

Flipboard's In-Feed video ads —a powerful way to utilize standard video assets across our platform.

## UNIT DELIVERABLES

### VAST Video Tag (3rd Party Served)

VAST 3.0 or VAST 2.0 Tag with a .MP4 video file.  
:15 or :30 second video length. Vertical or horizontal video assets.

One (or more) VAST tag(s) for each placement on the insertion order.

## VIDEO SPECIFICATIONS

### Video Ad Serving Requirements:

3rd Party VAST Tag (contact your Flipboard account manager for certified vendors.)

**File Format:**

.mp4

**Video Codec:**

H.264

**File Size:**

300 MB max

**Creative:**

No black bars, letterboxing, or pillar boxing  
No 'Skippable' button embedded in video

**Streaming Bitrate:**

1400 kbps max

**Frame Rate:**

30 fps

**Vast Version :**

VAST 2.0 or VAST 3.0

**Video Creative**

**Length:**

:15 or :30

**Video Dimensions:**

Horizontal: 16:9 (or 4:3)

640 x 360px

Vertical: 9:16 (or 3:4)

360 x 640px