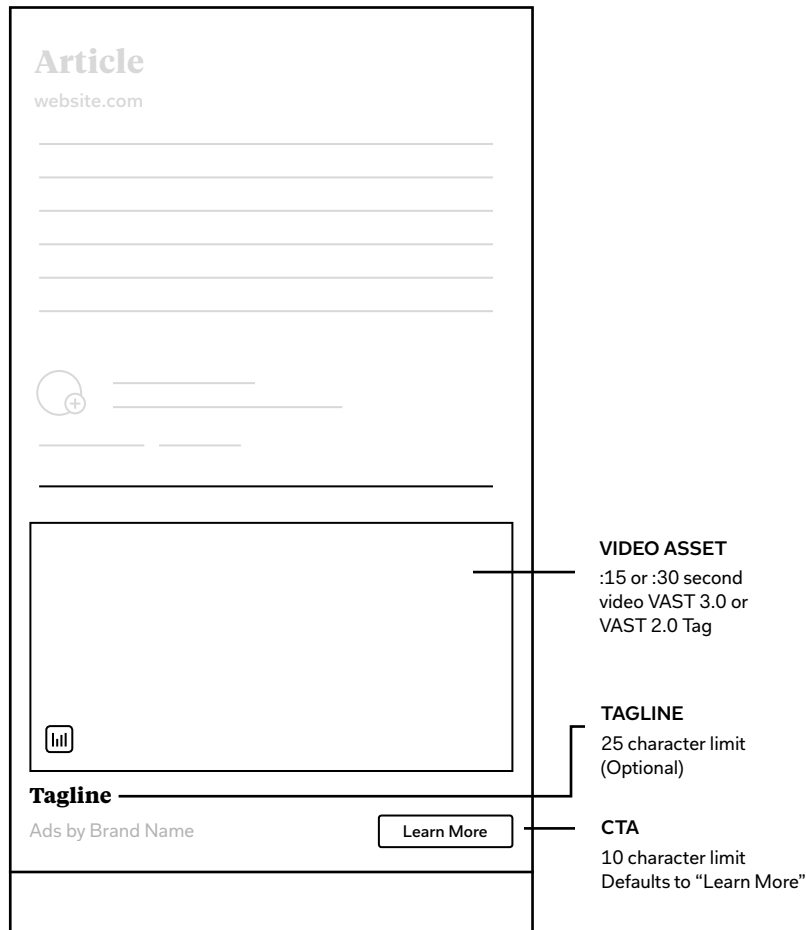


FLIPBOARD IN-FEED VIDEO



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