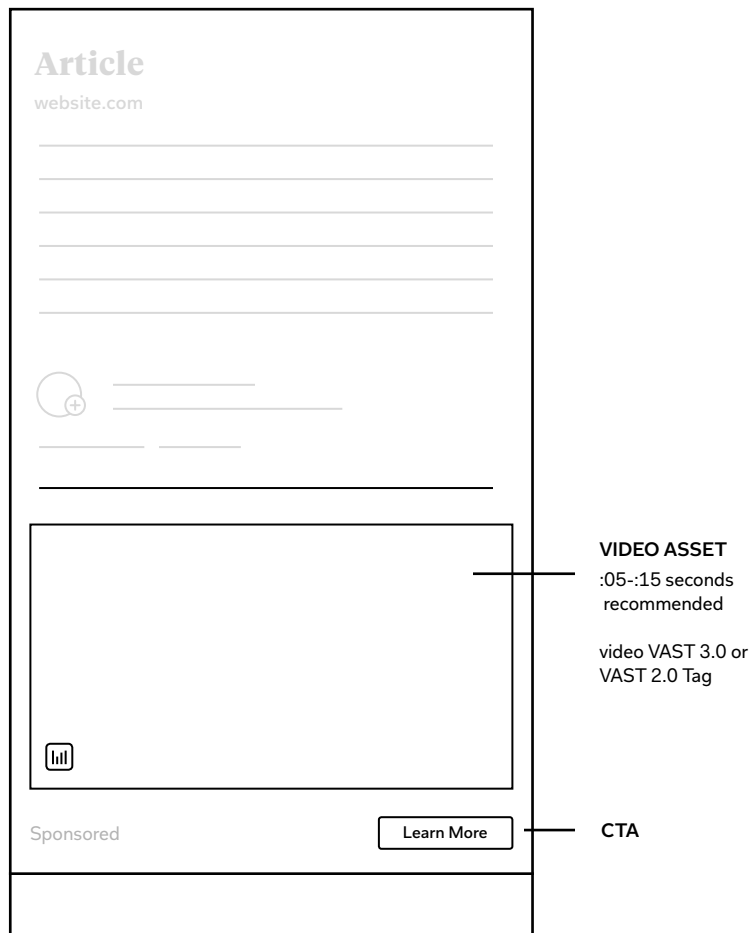# FLIPBOARD PROGRAMMATIC IN-FEED VIDEO

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.
:05-:15 second video length recommended. Vertical or horizontal video assets.

Autoplay, sound off (polite).

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

VPAID NOT ACCEPTED

VIDEO SPECIFICATIONS

Video Ad Serving Requirements:
3rd Party VAST Tag.

File Format:
.mp4

File Size:
300 MB max

Streaming Bitrate:
1400 kbps max

Frame Rate:
30 fps

Vast Version :
VAST 2.0 or VAST 3.0

Video Creative Length:
:05-:15 seconds recommended

Video Dimensions:
Horizontal: 16:9 (or 4:3)
640 x 360px
Vertical: 9:16 (or 3:4)
360 x 640px

Video Codec:
H.264

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

Article
website.com

VIDEO ASSET
:05-:15 seconds recommended

video VAST 3.0 or VAST 2.0 Tag

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