

FLIPBOARD CINEMA LOOP™



VIDEO LOOP

Looping 3–10 second clip from video (no sound). Loads full screen video with sound upon click.

The Cinema Loop includes a white, centered play button.

TITLE

25 character limit.
Include brand name.

SUBTITLE

50 character limit.
Include description.

CTA

20 character limit.
Ex: "Click to Shop"

VIDEO SPECIFICATIONS

File Format:

.mp4

File Size:

250 MB max

Bitrate (minimums):

1080p: 8Mbps or 1440p: 10 Mbps

Frame Rate:

29.97 or 23.98 Constant frame rate only

Video Dimensions:

Landscape Option (provide one):

16:9

1080p: 1920x1080 or

1440p: 2560x1440

Or

Vertical Option (provide one size):

9:16

1080p: 1080x1920

or 1440p: 1440x2560

Video Codec:

H.264

Progressive scan (no interlacing)

Audio:

AAC-LC

Channels: Stereo or Stereo + 5.1

Sample Rate 48 khz or 96 khz

Creative:

No black bars, letterboxing, or pillar boxing

ABOUT

The best of autoplay video and user initiation.

Flipboard Cinema Loop takes the most impactful 3-10 second loop of your video and brings it to life, inspiring high quality views. Unit offers 2 engagement points—tap for video, and click for more.

UNIT DELIVERABLES

Video Asset

We can accommodate any length video in horizontal or vertical format. Typically, shorter video lengths drive stronger VCR.

Tracking

Please provide 1 set of tracking for each Cinema Loop placement. For tracking you may provide:

One impression tracker for each concept, for each placement on the insertion order.

One click tracker for each tap out to website.

Video Loop

Our team will select the most compelling 3–10 second clip of the .mp4 video file.

If you would prefer to provide a separate .mp4 file for the 3–10 second loop, please send:

Horizontal:

3–10 second

1080x1080

.mp4 file

Or

Vertical:

3–10 second

1080x1920

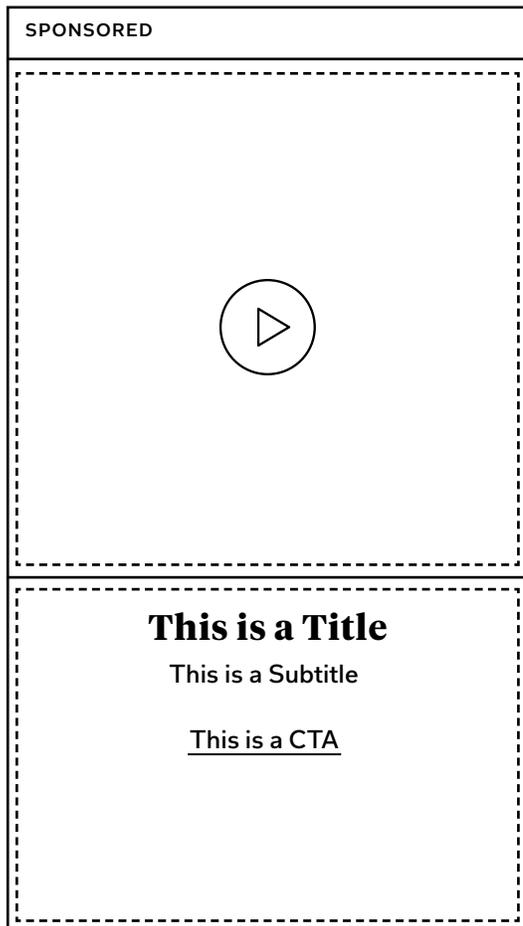
.mp4 file

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HORIZONTAL VS VERTICAL VIDEO LAYOUT

When horizontal video is used, our ad server defaults to the horizontal video layout as seen on the left. When vertical video is submitted, the entire screen is used, creating a full screen layout as seen on the right.

HORIZONTAL VIDEO
LAYOUT



VERTICAL VIDEO
LAYOUT

