

# 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:		Vertical:
3–10 second	Or	3–10 second
1080x1080		1080x1920
.mp4 file		.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

