



TECH SPECS FOR VIDEO ADS

---

# TECH SPECS FOR VIDEO ADS

AdAmp is a premium content destination, which means your ad will run on large screens—make sure it looks good!

All ads must be in HD and have stereo sound. For more details, see the requirements on next page.

TECH SPECS

**VIDEO**

---

**FORMAT**

Preferred: Quicktime(.MOV)

Accepted: MPEG-4(.MP4)

**CODEC**

Preferred: ProRes HQ

Accepted: H.264

**DATA RATE**

MIN 15 Mb/s

**FILE SIZE**

MAX 500 MB

**DIMENSIONS**

Preferred: 1920x1080

Accepted: 1280x720

**DURATIONS**

MIN: 15 sec

MAX: 30 sec

**FRAME RATE (FPS)**

23.98, 25, or 29.97 fps

TECH SPECS

**AUDIO**

---

**DURATIONS**

Must match video duration

Audio is required.

**CODEC**

Preferred: PCM

Accepted: AAC

**BIT DEPTH**

16- or 24-bit only.

**SAMPLING RATE**

48 kHz sample rate.

**CHANNEL**

Two channels only.

**DATA RATE**

MIN 192 Kb/s

# ADVERTISING POLICIES

All Ads are subject to AdAmp review and approval. AdAmp may block, reject, revoke, or remove any Ad for any reason at any time, including if AdAmp determines an Ad is inconsistent with AdAmp's business practices, strategy, standards, or brand. AdAmp does not accept issue, electoral, or political Ads through the Ad Manager Tool. AdAmp is not responsible for Advertiser's costs associated with producing or modifying an Ad. Advertiser agrees that it will not upload, submit, display, or otherwise use the Ad Manager Tool in order to transmit or display any Ads advertising, promoting, containing, comprising, or linking to

1. Contain, promote, or constitute defamatory, libelous, misleading, fraudulent, obscene, distasteful, offensive, harassing, or harmful content.
2. Contain, promote, or constitute pornography or sexually explicit content.
3. Contain, promote, or constitute hateful or discriminatory content.
4. Contain, promote or glorify violence.
5. Contain or promote criminal activities.
6. Contain spyware, malware or other harmful code.
7. Contain profane or obscene language.
8. Infringe or violate the rights of others (including copyright, trademark, trade secret, privacy and/or publicity rights).
9. Violate any applicable laws, regulations, ordinances, judgments, decrees, orders or other governmental requirements or any Internet service provider's or Internet property's privacy policies or terms of use.
10. Violate any law or regulation governing false or deceptive advertising, sweepstakes, illegal gambling, or trade disparagement.
11. Promote products and/or service related to e-cigarettes, firearms, or illegal substances.
12. Promote products and/or services that could be construed as competitive to AdAmp's business.
13. May be deemed to improperly associate Advertiser or its Ad(s) with AdAmp.

AdAmp reserves its right to: (1) require modifications to an Ad before approval and to require modifications to any previously-approved Ad; (2) require factual support for any statements or claims in connection with an Ad; (3) reject any Ad in which the product or service could adversely affect the interests of AdAmp, its users or the community generally; (4) revoke approval of an Ad; and (5) waive or make exceptions to the Advertising Policies described in this Section.

Advertiser, not AdAmp, is responsible for ensuring that its Ad(s) comply with all applicable laws, regulations, and industry guidelines, as well as the Advertising Policies. AdAmp's approval of an Ad should not be construed as its endorsement of that Ad; the accuracy, content, and obligation to honor any commitments or representations made in connection with the Ad(s) are Advertiser's alone.