



Technical Specifications

Preroll

Format	Device	Width*Height	Extensions	Max. Weight	Max. Duration	Frames/sec
Preroll	Desktop / Tablet / Mobile	640 x 360	MP4 / VAST redirect	2.5 MB	20 sec	25
Preroll	Desktop / Tablet / Mobile	640 x 360	FLV / VAST referict	2.5 MB	20 sec	25

Delivery Address:

All materials should be sent to planning@mytransfer.be and maxim@mytransfer.be

Delivery Deadline:

5 business days prior to transmission for video material (preroll / midroll / postroll)

Audio Specifications:

- Audio must be under -23 LUFS according to the R128 standards – UER/EBU
- Sound can only be initiated by user (sound deactivated by default)

Delivery should include:

- All the creatives and the destination URLs for Click Through Rate (CTR)
- Video may not loop