



iPROM AdServer

Video ads

Instructions and technical specifications

1. Advertising materials

For the preparation of video ads you need.

- **a video file (.mp4),**
- **an alternative image (.jpg, .png).**

The video should be appropriately compressed in the **.mp4** format and should not exceed **4MB**.

If the video is not submitted in the right format or if it exceeds the size limit, it will be automatically compressed during the integration to the iPROM AdServer system, whereby there is the possibility that its quality gets reduced due to the processing.

The alternative image is displayed before the video begins to play (during loading) or if the video cannot be played. The alternative image should have the same ratio as the video ad.

2. Preparation of advertising materials

The advertising materials must be submitted at least 3 working days before the beginning of the advertising campaign to confirm their adequacy and organise all activities that are needed to begin advertising.