



Technical specifications of the **Video ad format in articles** on SME.sk

Materials of the ad format for videos in articles consist of three parts:

1. **The video itself**
2. **URL click-through**
3. **measuring pixels**

1. The video itself

The video can be provided as a file (for example, through web file sharing services, Google Drive, and so on). Supported video formats are:

WebM - Vp8 video codecs and Vorbis Audio codecs)

MPEG4, 3GPP and MOV files - support for h264, mpeg4 video codec and AAC audio codec

AVI - video codec MJPEG and PCM audio

MPEGPS - MPEG2 video codec and MP2 audio

WMV

HLS

The recommended quality of delivered materials is 1920x1080 (1080p) with 3500kbps bitrate for video and 128kbps for audio channels. We also accept lower resolutions; the maximum quality of the video ad is then automatically reduced to the resolution that will be delivered. The video provided will then be transcoded by us to various formats to ensure its functionality on all common platforms and browsers. **The maximum possible size of the video file is 512 MB.**

Alternatively, it is possible to add a video link from YouTube that we also accept - the recommended video quality is 1080p (1920x1080p). We also accept lower resolutions - the maximum quality of the video ad is then automatically reduced to the resolution that will be delivered.

The video length limit is 30 seconds. If you need a longer video, please contact the sales team for more information.

2. URL click-through

The URL address to which we redirect the user after clicking on the video ad must meet the URL standards and can be maximum one. The ad system will provide statistics on the number of click-throughs and CTR. In the case you do not provide a click-through URL, it will not be possible to click on the video. If you use your own ad system, it's of course possible to provide a measuring click-through URL.

3. Measurement pixel

If you want to use your own measurement, it is possible by providing a tracking URL. We will call it every time we start the video. It is not possible to use scripts, it must be an URL.