



**VIDEO SPOT  
{PRE-ROLL}**

TECHNICAL SPECIFICATION

A set of rules, the fulfilment of which is a basic condition for the approval and placement of ad via the advertising system.

- Advertisement must not be overly aggressive in the sense of vibrating and flashing – an aggressive ad refers to a design that changes colours, headings or other important graphic elements in a striking manner and very short time span (less than 1 second), which can disturb the user when working with the page.
- The ad must not contain vulgarisms or other unethical elements.
- In file names must not be used any diacritical mark, space or any special character.
- All versions of the ad and target URL addresses must be submitted at least two business days before the start of the campaign, if not stated otherwise.

## Video spot (Pre-roll)

Advertising video spot (pre roll) is played just before regular video content.



### Specification for video:

- **TV Norm:** PAL, 25 fps
- **Video format:** AVI / MPEG2 / MOV / MP4  
(We can convert even from other formats but we can't guarantee the quality.)
- **Resolution:** Full HD (1920x1080), or HD (1280x720).  
(Lower resolution will cause worse image quality.)
- **Aspect Ratio:** 16:9
- **Media we accept:** mini DV or DVCam, DVD or CD
- **Sound:** 48kHz, stereo, min. 128kb/s, sound modulated up to -6dB

