



Ad Specs and Policies

Don't act like you're not impressed.

Ad Type	Unit	File Types	Max File Size:		Max Animation	Audio
			Flash	JPG/GIF		
Skyscraper	160 x 600	SWF/JPG/GIF	50KB	30KB	15 seconds	No
Large Rec	300 x 250	SWF/JPG/GIF	50KB	30KB	15 seconds	No
Titlecard	300 x 225	JPG	N/A	20KB	N/A	No
Small Rec	300 x 35	SWF/JPG/GIF	30KB	20KB	15 seconds	No
InVideo Overlay*	480 x 70	SWF AND FLA	100KB	N/A	10 seconds	No

* Overlay must use our Flash template. Please refer to InVideo Ad Specs for more specifics.

- Max frame rate: 20fps (25 for InVideo); all animation needs to stop within 15 seconds despite the number of loops
- YouTube logo-inclusive banners that drive to a microsite within YouTube (or any banners clicking to a page within YouTube) should not open a new browser when clicked on; URLs must be domain-based.

Rich media must adhere to all flash specs in addition to specs below:

- Type accepted: Polite and Expandables **only**; we do not allow fourth-party serving
- Must be submitted through a pre-approved vendor: PointRoll, Eyewonder, Atlas, Eyeblaster, Motif, Interpolls

Expandables: 50KB initial download, 200KB each panel for max size 250KB.

- Max expansion size: 160x600: 480x600 max, must expand to the left; 300x250: 560x250 max, must expand to the left.
- Audio and video **must** be user-initiated: must contain play, stop, pause and mute buttons
- Expanded panel **must** have "X close" button and retract upon mouse off. Video **must** be streaming, 30 seconds max.
- Banner may expand upon click only, not roll over. It must warn users that it will expand (i.e., "click to expand").

Polites: 50KB initial download, additional 200KB max after page loads with a max total of 250KB.

- Video **must** be streaming and audio and video **must** be user-initiated: must contain play, stop, pause and mute buttons.

Videos

Resolution: 320x240; Type: MPEG4 (video) and MP3 (audio); Max file size: 1GB.

Note: YouTube does not upload or edit videos in any way, all videos must adhere to YouTube's Terms of Service, and YouTube preserves the right to reject any video running in our Front Page YVA position.

Ad Policy

Please refer to <http://www.google.com/youtube/ad-content-policy.html>

Ads must: contain a full border, conform to YouTube specifications, and clearly identify sponsors.

Ads may not: have fake hyperlinks, resemble Windows/Unix/Mac dialogue boxes, simulate fake interactivity, contain content of a sexual nature, contain audio (except for rich media ads, for which audio must be user-initiated), initiate downloads, be intrusive, advertise competitive content, or have misleading content.

Note: YouTube reserves the right to remove any ads off the site that we deem intrusive or inappropriate.

Creative Submission

Should include: Advertiser and agency, IO number, campaign name, detailed trafficking instructions, creative files/tags, click through URL (if not submitting tags), back-up file if applicable (must accompany each SWF file).

Turnaround Time

Creative should be received by YouTube no later than **FOUR** days prior to campaign start date and sent to both Account Manager and Media Coordinator. **FIVE** days will be required for InVideo ad executions.