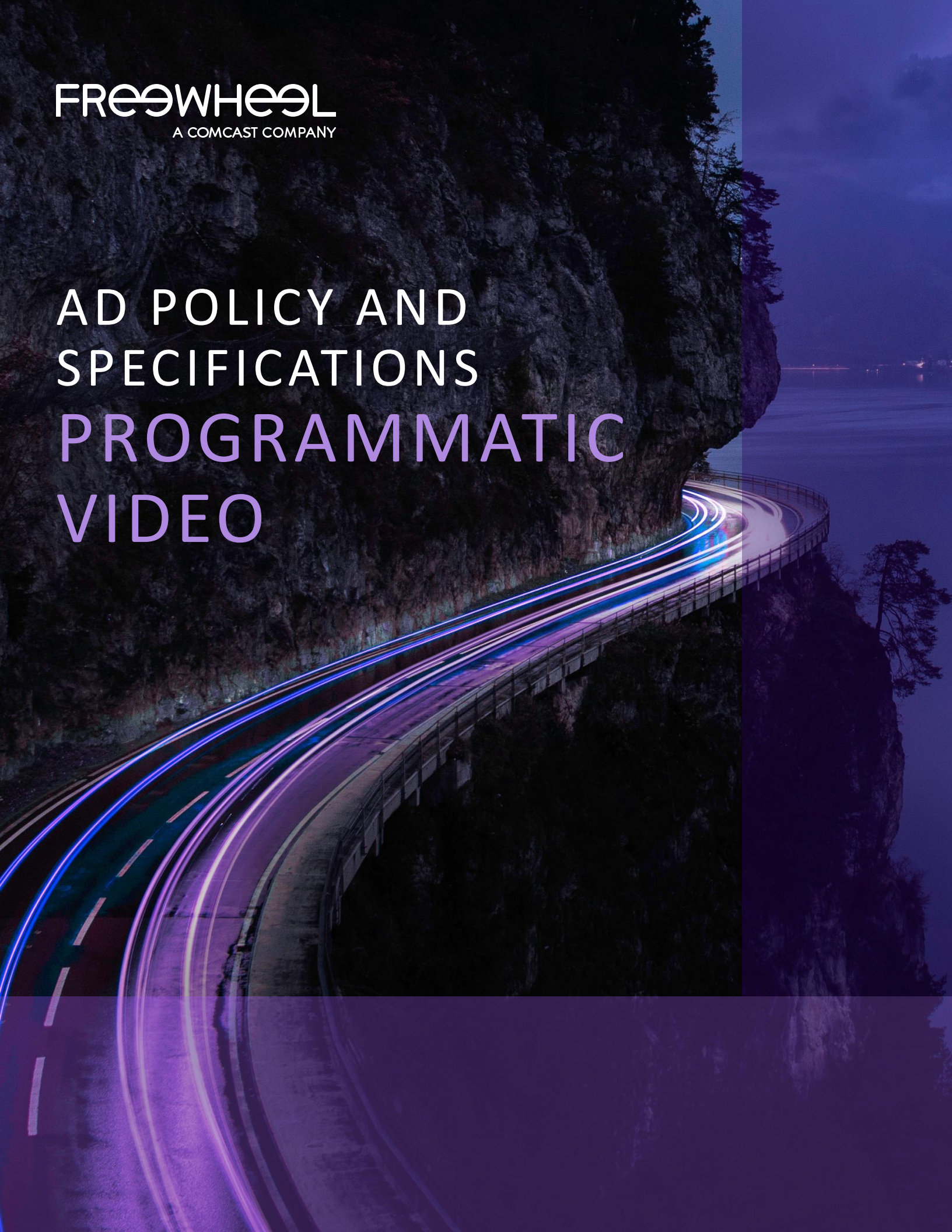# FREEWHEEL
A COMCAST COMPANY

AD POLICY AND SPECIFICATIONS
PROGRAMMATIC VIDEO

AD POLICY AND SPECIFICATIONS

REQUIREMENTS

- Video must be submitted without leaders such as ad slates, countdowns, etc.
- All tags must be SSL compliant. Client must provide https tags and assets (instead of http)
- VPAID tags are not accepted
- VAST tags are required to be VAST 2.0
- VAST tags may include .MOV files but MUST include a .MP4 for each rendition
- If using VAST the following FOUR media files are required to ensure the highest quality content and advertisement playback across all viewing endpoints: Mezzanine, High, Medium and Low

AD POLICY

- Secure third-party impression tracking pixel tag with Javascript elements only accepted for a subset of desktop and mobile web inventory
- Secure third-party impression tracking pixel tag with Javascript elements predominantly not accepted for CTV/OTT and mobile in-app
- Ad blocking tags not accepted
- Secure IAB quartile tracking accepted

ADDITIONAL DETAILS

- It is recommended to avoid double layer geo-targeting, frequency capping, interval capping, max goal capping, time targeting, and demo targeting. Work with account stakeholder to ensure it is only being applied on one end
- IP addresses may be blocked or displayed in a way that the vendor cannot determine the origin
- For programmatic guaranteed deals, any targeting capping applied on the vendor end can prevent the ad from displaying, create discrepancies, and can break the player. Due to this, vendors can not apply targeting / capping in their systems
- Sites reserves right of final approval on creative assets
- FreeWheel reserves the right to pull any ads due to violating any of the above bullet points as well as the following: Poor ad quality, inappropriate content, creating a poor user experience
- FreeWheel reserves the right to not serve tags from a specific vendor
- Click tracking generally only functions on desktop and mobile web
- Please note that as the number of tracking tags increases, so does the risk of discrepancies between server counts

CREATIVE SPECIFICATIONS

VAST MEZZ | MP4 OR MOV

DIMENSIONS / RESOLUTION

16:9 Aspect Ratio

1920x1080 HD

MAX FILE SIZE

10-20GB

BIT RATE: 15 - 40 Mbps

FRAME RATE: 23.98, 25, 29.97 or 30 FPS

AUDIO:

192 - 256 kbps minimum
48 kHZ sample rate, ACC required. PCM optional. Only available on two channels.

Audio volume should not exceed the volume of the content and must be under –2dB. Must follow CALM compliance loudness average of –24LKFS +/-2

VAST HIGH | MP4 ONLY

DIMENSIONS / RESOLUTION

16:9 Aspect Ratio

1920x1080 HD or 1280x720 HD

MAX FILE SIZE

20GB: 1920x1080

10-15GB: 1280x720

BIT RATE:

15000kbps: 1920x1080

3000kbps: 1280x720

FRAME RATE: 23.98, 25 or 29.97 FPS

AUDIO:

96 kbps bitrate 48 kHZ sample rate, ACC required. PCM optional. Only available on two channels.

Audio volume should not exceed the volume of the content and must be under –2dB. Must follow CALM compliance loudness average of – 24LKFS +/-2

VAST MEDIUM | MP4

DIMENSIONS / RESOLUTION

16:9 Aspect Ratio

960x540

MAX FILE SIZE

3GB

BIT RATE: 1500kbps

FRAME RATE: 23.98, 25 or 29.97 FPS

AUDIO:

96 kbps bitrate
48 kHZ sample rate, ACC required. PCM optional. Only available on two channels.

Audio volume should not exceed the volume of the content and must be under –2dB. Must follow CALM compliance loudness average of – 24LKFS +/-2

VAST LOW | MP4

DIMENSIONS / RESOLUTION

16:9 Aspect Ratio

640x360 HD

MAX FILE SIZE

1GB

BIT RATE: 375 Kbps

FRAME RATE: 23.98, 25 or 29.97 FPS

AUDIO:

96 kbps bitrate 48 kHZ sample rate, ACC required. PCM optional. Only available on two channels.

Audio volume should not exceed the volume of the content and must be under –2dB. Must follow CALM compliance loudness average of – 24LKFS +/-2

RAW VIDEO | MP4

DIMENSIONS / RESOLUTION

16:9 Aspect Ratio

1920x1080 HD

MAX FILE SIZE

1GB

BIT RATE: 20 - 40 Mbps

FRAME RATE: 23.98, 25, 29.97 or 30 FPS

AUDIO:

192 - 256 kbps minimum
48 kHZ sample rate, ACC required. PCM optional. Only available on two channels.

Audio volume should not exceed the volume of the content and must be under –2dB. Must follow CALM compliance loudness average of – 24LKFS +/-2