Video Product Specs

CREATIVE
:15 or :30 second preroll with a 336x280 synched display banner. The preferred preroll length is :15 to ensure maximum exposure across CNNMoney.com.

PREROLL TRACKING
Preroll is primarily site-served. We can accommodate click tags, survey tracking and 3rd Party tracking pixels in the video at the start, middle and/or end if necessary. Tracking pixels must return a 1x1 transparent GIF and not resolve to a landing page.

All tracking pixels must be sent to: CNNMoney_Traffic@timeinc.com when submitting digital assets. Please use the following naming convention in the subject line of your submission email: VIDEO Tracking : CNNMoney.com – Advertiser/Product – Date.

3RD PARTY SERVED PREROLL
CNNMoney.com accepts Atlas Instream and Vindico (BBE) clickable preroll only.

COMPRESSION
Turner will encode creative in formats and bitrates to coincide with content offerings. "Best practice" encoding is utilized; creative is encoded using a standard profile for a given format that looks best under most circumstances.

LEAD TIME
All assets (preroll, 336x280 synched banner, 88 x31 and any 1x1 tracking pixels) should be received ten (10) business days prior to launch for encoding, testing, approval and trafficking to ensure an on-time campaign launch.

CREATIVE SUBMISSION
All preroll assets should be sent to

TURNER ADS QA
CNN.com
ONE CNN CENTER, SW0836B
ATLANTA, GA 30303-2762
Email: turner.ads.qa@turner.com

All synched display banners and tracking pixels should be sent to:
CNNMoney_Traffic@timeinc.com

Please send a confirmation email to **CNNMoney_Traffic@timeinc.com** assets have been shipped. Include **VIDEO: CNNMoney.com – Advertiser/Product – Date in the subject line.**

PREROLL
Aspect Ratios: 16:9
Tape-Based Media:
Any standard-definition format Betacam:
SP   **SX**
Digital Betacam   **MPEG IMX**

• Any letterboxing is the responsibility of the advertiser

• Flash video is not accepted
• All files must contain a soundtrack, even if the ad is to run without sound

File-Based Media
• Delivered on CD-R or DVD-R:
• Uncompresssed Quicktime
• MPEG-2 Program or Transport Stream File
• DV file
• MXF

SYNCHED DISPLAY BANNERS
CNNMoney.com General Ad Guidelines apply with a few exceptions.
Please consult CNNMoney.com Ad Specifications at:
http://cnnmoneymediakit.com/Ad_Specifications.html for full specs.

Please submit the following:
AD SIZE: 336X280 RECTANGLE
• Follow standard specs
  File size: 50K initial load (100K polite load only with approved 3rd Party vendor)
• Up to three creatives may be rotated at one time
• File types accepted:
• Standard banners: GIF, JPEG, standard 3rd party ad tags

• Standard Rich Media: Flash, HTML, 3rd party rich media
• No audio, video, floating ads or expandable banners permitted
• Animation: 30 seconds maximum
• No pop-ups or pop-unders permitted
• Survey tracking or Only in-banner survey invitations permitted

VIDEO PODCASTS
Preroll
Aspect Ratios: 16:9
Size: Full Screen Uncompressed Quicktime
File-Based Media

• Length: 15 seconds maximum
• Postroll (optional) up to 2:00
• All files must contain a soundtrack, even if the ad is to run without sound
• ShortTail Runs ROS 3rd party served

GENERAL INFORMATION
All rich media ads should be delivered in full working order, include necessary components, and be capable of being displayed on all browsers and all platforms. If the browser is incapable of showing the rich media ad, a backup animated gif should be shown instead.

Whenever possible, rich media ad code should be provided with clickthrough locations as parameters to allow CNNMoney.com to apply impression goals and accurately gauge traffic and clickthrough performance through FreeWheel..