

# Video ad specs

## Assets requirements

Tag specification	VAST 2.0
File types	MP4 (.mp4), VAST
Format	H.264, H.265
Aspect ratio	16:9, 4:3, flexible
Dimensions	<ul style="list-style-type: none"><li>• Full HD (16:9) - 1920 x 1080</li><li>• HD (16:9) - 1280 x 720</li><li>• Medium (16:9) - 640 x 360</li><li>• Small (4:3) - 400 x 300</li></ul> <p>We highly recommend compressing the video before submitting it to us</p>
Bit rate	600–1500kbps
Frame rate	Between 25–30fps
Wrappers	If using a third-party vendor to wrap the tag, please ensure the wrapper accurately declares the creative types and dimensions contained within the tag.
Third-party ads	Serving third-party ads is possible, provided they conform to the tag specifications listed above. Full testing of third-party creatives is advised. Please consult the SmartFrame Ad Operations team for further details.

## Recommended for video editing

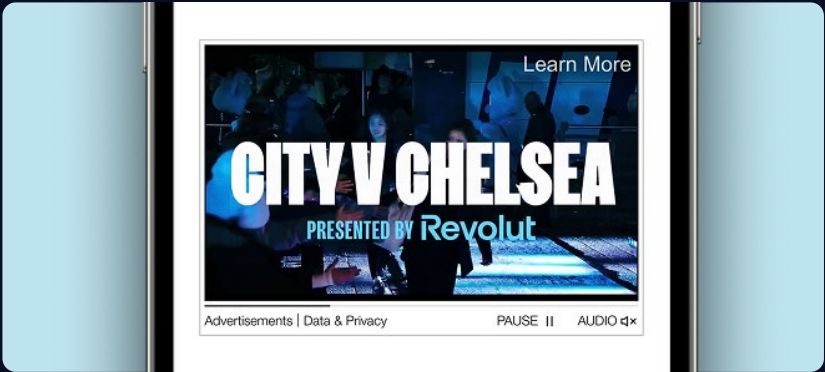
- An After Effects file (.aep) is preferred
- Video files must include an alpha channel
- If subtitles are required, they must be hardcoded into the video file

## Basic information

Placement	Demo: <a href="#">Manchester City FC</a>
Responsive	Yes
Displays	Desktop, tablet, and mobile
Size limit	4MB (hosted)
Sound	Muted by default, in line with <a href="#">industry guidelines</a> . Sound can be enabled by the user. If subtitles are required, they must be hard-coded into the video file.
Duration	30sec (15sec is recommended)
Autoplay	Yes, when ad is in view
Lead time	3–5 working days

## Additional information

The “Learn More” button is part of Google’s IMA SDK player and is enabled through our ad server. This button appears **only on mobile devices** and redirects users to the destination URL defined in the Click-Through Details settings in AdButler.



SmartFrame follows the standards set by the Coalition for Better Ads to ensure a high-quality advertising experience for users across all platforms. [Find out more](#)