

## Video Pre-Rolls

A Pre-Roll refers to a commercial online video that appears prior to actual main video content playing. A Pre-Roll often closely resembles a traditional television commercial and is usually between 15-30 seconds in duration.

### Key benefits

- The viewer is often more engaged as the video is linked to on-demand content
- Video content is clickable so viewers can act on a call to action
- Availability across both desktop and mobile

### Specifications

#### Ad duration

- Desktop: 15 or 30 seconds
- Mobile: 15 seconds only

#### File size

- Maximum file size 500MB

#### File type

- mp4

#### Bit rates

- 128kbps-700kbps

#### Frames Rate

- 15-24 frames per second

#### Aspect Ratio

- 16:9 (wide screen)

#### Audio

- The audio level on video ads must be not be louder than -20 dB/LKFS, and peak audio levels may not rise above -2 dB/LKFS at any point.

#### Codec for video asset submission

- H.264/AAC

#### Note

30sec Pre-Roll must be skipped after 15sec on desktop. If supplying creative through a redirect tag, please make sure you set the 15 second skippability at your end.

#### Delivery

- 3 working days
- ads@stuff.co.nz

The screenshot shows a web page from 'stuff' with a navigation bar including categories like National, World, Business, Tech, Sport, Entertainment, Life & Style, Travel, and Motoring. The main heading is 'destinations' with a search bar. Below this is a list of regions: NZ, Australia, Pacific Islands, UK & Ireland, Europe, Hawaii, USA, Canada & Alaska, South America, Asia, Africa, Middle East. The article title is 'The Kingdom of Tonga' by RYAN WILKES, last updated 10:34, February 13 2017. A video pre-roll is embedded, showing a tropical beach scene with a yellow circular overlay that reads 'Hawai'i Flights & 4 nights from \$1399 pp' and a purple circular overlay that says 'Bonus: FREE room upgrade & more!'. The video player shows a progress bar at 0:10 / 0:15. Below the video, there is a caption: 'two weeks in tonga - Cliffs, caves, coconuts and culture'. The article text begins with 'Ryan Wilkes is a Canadian PhD student at the University of Canterbury. Here he describes travelling to the Pacific Islands and Tonga.' and includes an 'OPINION' section. A 'most popular' section is visible at the bottom right.