

## TECHNICAL SPECIFICATIONS VIDEO PREROLL

### REQUIRED ELEMENTS :

- A 16/9 **MP4\***  
*\*( See Sales Department for conditions and hosting fees)*  
**OR**  
A VAST2 compliant .xml redirect hosting your **16/9 MP4** video  
**OR**  
URL of the storage location of the **16/9 MP4** video hosted on your servers
- Redirect URL must activate when ad is clicked on
- Agency tracking pixel, 1x1 px
- The video's running time, in seconds

### TECHNICAL CONSTRAINTS :

- The ad must not be longer than **30 seconds**
- The size of any MP4 creatives must not exceed **2 Mo**

### EXPECTED DELIVERY TIME :

- All design elements must be delivered at least **5 business days** before online publication.

Further information: Lagardère Publicité can not guarantee online publication of campaigns where elements are received after **3pm**. **However, any errors in already scheduled campaigns will not qualify for compensation.**

### ANY PROBLEM ?

For any and all questions or concerns, please contact [traffic@lagardere-pub.com](mailto:traffic@lagardere-pub.com) or your sales contact at **CMI Media** !