

Video Outstream Programmatic Ad Specification Form

Campaign Name

Advertiser

Start Date

End Date

Ad Format (e.g. In-Article, In-Feed, etc.)

Video Duration (seconds)

Creative Size (WxH pixels)

Video File Format

Max File Size (MB)

VAST Version Supported

Audio Requirements (Muted, User Initiated, etc.)

Third-party Tracking (if any)

Click-through URL

Additional Notes / Requirements