

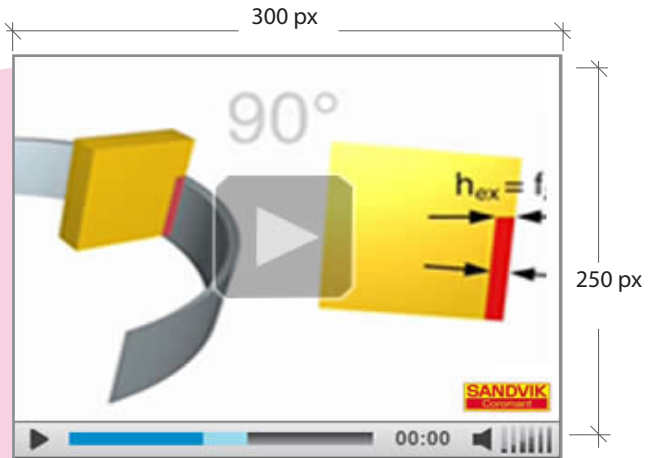
Preparing your video files for Gardner Business Media web sites.

STATIC AD TO LAUNCH VIDEO PLAYER

Our videos do not play in place. Advertisers need to create a pre-launch static image ad. This pre-launch ad is a 300 x 250 pixel placeholder. GBM will add the grey "PLAY" button at center and a static video controller on the bottom, if needed.



EXAMPLE OF STATIC PRE-LAUNCH AD FOR VIDEO PLAYER



STATIC VIDEO PRE-LAUNCH AD SPECIFICATIONS

- FILES SIZES 40K
- PIXEL DIMENSION 300 X 250 pixels
- FILE FORMATS JPG

A NOTE ABOUT BORDERS: GBM wraps all ads with a one pixel light grey border around all four sides.

VIDEO FILES FOR GARDNER WEB SITES.

GBM utilizes a "light-box" format for video playback (see right), allowing the user to stay within the current web page.

VIDEO SPECIFICATIONS AT A GLANCE

- FRAME SIZE 640x360 (16:9)
- FILE FORMAT .mp4
- LENGTH 4 minutes max (0:45-1:30 seconds recommended)
- FRAME RATE 29.97 - please preserve the native frame rate
- BITRATE >3Mbps
- MAX FILE SIZE 50 MB
- HOSTING Video ads will be hosted by GBM
- URL LINKING By default, video ads link to your showroom within our website. If you would prefer to link to another URL, please provide your advertising manager with your desired active link.

EXAMPLE OF VIDEO PLAYBACK

