

## smartAD VideoAvatar

### 1. Overview

smartAD is an advertisement network with its own information system for creating and managing online ad spaces. Therefore the technical requirements of banners are dictated by smartAD, not individual web sites. The smartAD VideoAvatar is a flash video banner that is overlaid on top of the participating web site, and is fixed usually to certain area of screen.

Video is displayed in special video player from which user can control playback.

### 2. Technical requirements for VideoAvatar video

- Format - FLV
- Video Codec - On2 VP6
- Additional settings - Encode alpha channel
- Preferable video size 1-3.5 MB.
- Audio 64kb/s
- Background transparent
- Measurements of video file 400x300 pixels upto 800x400

### 3. Sending banner

Banners should be sent to smartAD team for testing purposes at least 5 days before campaign start.