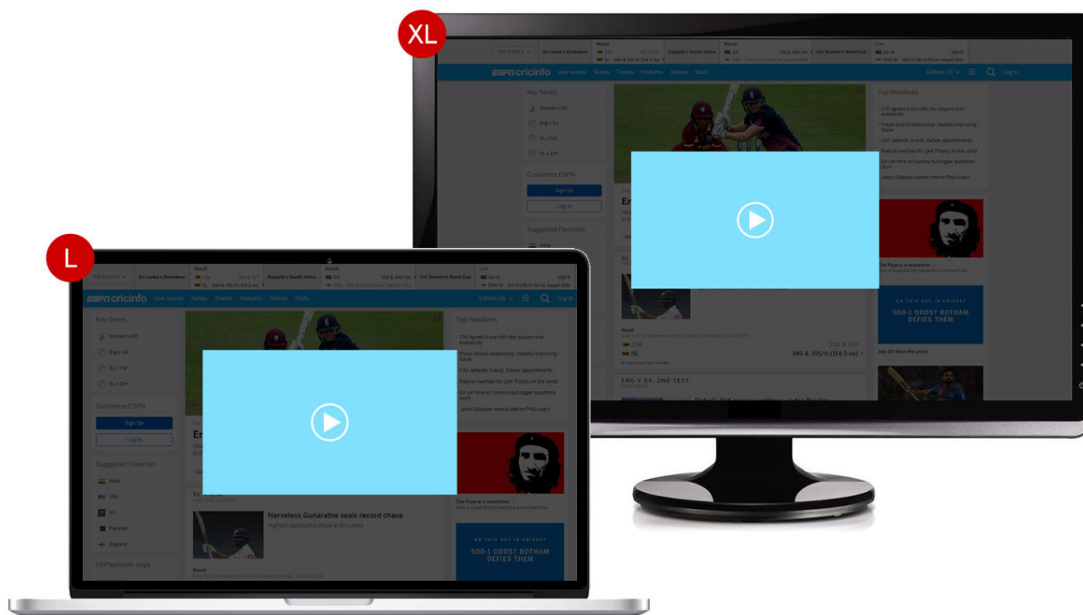Cricinfo Ad Formats

VIDEO BEAMER

Overview

The Video Beamer is a special type of overlay placement that loads a video into the unit on the India edition of Cricinfo. The Beamer is only featured on the Homepage and Live Scorecard pages.

- Delivers to the L and XL profiles only.
- Supports 15 second video within an HTML5 video player.

Availability

ESPN cricinfo

Disney Advertising

Cricinfo Ad Formats

VIDEO BEAMER

Technical Specifications

PROFILE	XL	L	M	S
DIMENSIONS	650x365	650x365	N/A	N/A
FILE WEIGHT	< 5MB	< 5MB	—	—
FILE TYPE	MP4	MP4	—	—
3P SERVING	No	No	—	—
3P TRACKING	Yes	Yes	—	—
VIDEO	15s max length	15s max length	—	—

HTML5 Requirements

- HTML5 is not accepted. MP4 videos only.

Cricinfo Ad Formats

VIDEO BEAMER

Ad Format Guidelines

Animation/Ad Behavior	• The Video Beamer plays for 15 seconds. • A close button for the creative will be added automatically.
Video	• Video is limited to 5MB in file size and 15 seconds in duration.
Capping	• The Video Beamer is capped at one time per user per day.
Third-Party Tag	• The Video Beamer must be served first-party; third-party ad serving is not allowed for this unit.
Submission Deadline	• Please allow five business days for testing and approval.
HTTPS Compatibility	• All creative, including third-party tags and third-party tracking tags, must use secure protocol (HTTPS). • Any creative that is not fully secure will be sent back for revisions.
General Information	• This ad unit is available for the India edition of Cricinfo only. • May only run on the L and XL profiles. • Only available for the Homepage and Live Scorecard placements. • The company reserves the right of final approval on all creative assets. • The advertising content must be clearly identifiable as an advertisement. • Ad units must have a linking URL that resolves to an active page. • All clickthroughs must open a new window. • Placeholder or non-final ad content will not be considered as "proxies" for final creative.

Disney Advertising