Overview

The Video Resource is a video based, interview style discussion that by default resides behind a registration wall (i.e. gate). The conversation is narrowly focused around 1 or 2 topics and hosted by our editorial team. The video consists of discussion with a sponsor and a separate discussion with a sponsor's client. Both conversations are meant to focus on the problem or central topic rather than be overtly sales driven (i.e. features, benefits, hard pitch, etc.), therefore allowing the sponsor to be closely associated with a topic AND be of service to the audience.

The video resource consists of the following:

- Video interview hosted by Editorial team with a sponsor and the sponsor's client;
- Co-branding on promotions (email, organic, social, etc.) and the Video Resource page;
- 300x250 Companion ad on the Video Resource page;
- 2 (max) direct response links to supporting content, chosen by the advertiser;

Creative Needed

A Video Resource asset consists of the following required elements to be provided by sponsors:

	Co-Branding Creative	Companion Banner Creative	Direct Response Creative
	Required	Required	Optional (Strongly Encouraged)
Minimum	800px wide Company Logo	300x250 Medium Rectangle Click URL	200 Character Title Click URL
Optional	100px wide Speaker Headshot	320x50 Mobile Leaderboard Click URL	

See below for more detailed specifications.

Co-Branding Creative Specifications

Company Name	The exact name that should appear to users for co-branding
Company Domain	The company's website address.
Company Logo	- EPS or AI file **OR** 800px width .gif, or .png

Companion Banner Creative

Format	Image and Animated Image only
Dimensions	300x250 Medium Rectangle 320x50 Mobile Leaderboard
File Size	Maximum 150 Kb
Animation	Max 30 seconds @ a 15-20 fps frame rate after which point automated **animations must come to a complete stop.**
Border	Any ads featuring a white or black background MUST have a 1 pixel border of a distinguishing color around the perimeter of the ad in order to separate it from page content.
Creative Requirements	.png, .jpg, .gif, or 3rd party image URL - Click URL or 3rd party click tracking URL
Submission Deadlines	All creative should be submitted along with any on-site campaign creative within 2 business days of flight.

Direct Response (Text Link) Creative

Title	Approximately 200 characters
Click URL	Only http:// or https://