

# General Audience Technical Specifications

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## Video Specs

- Spot approved for broadcast can be used for digital.
- Send separate digital file. Broadcast file/format cannot be used.
- Video may be either VAST served of first party served with optional impression and click tracking
- Preferred first party file type: mp4 with H.264 codec
- Max file size: 512 mb
- HD specifications: 1920x1080 (16:9 Widescreen) or 1440x1080 (4:3 Standard), 10 mbps bitrate or higher
- Audio specifications: 48khz or 44.1 khz resolution, stereo, AAC codec, 128 kbps bitrate
- Provide rotation instructions if sending more than 1 creative.

## 728x90 Companion (Desktop only)

- Desktop video companion banner may be VAST served (must be served through the same tag as the video component) or first party served with optional impression and click tracking
- Unit: static gif/jpg only
- Max file size: 40k

## Desktop Display Specs

Standard Banners - 300x250, 300x600, 160x600, 728x90, 320x50

- 200KB max initial file load size
- :15 max animation
- Expansions not allowed
- Third-party tracking is accepted in most cases. Units served first-party will be billed off first-party data.

## Mobile and Tablet Adhesion Specs

- 320x50 (Mobile), 728x90 (Tablet)
- Max initial file load size: 50KB (Mobile), 200KB (Tablet)
- 200KB host-initiated subload
- Banner controls: close button on upper right-hand corner
- Animation: :15 max
- Must be compatible with MRAID 1.0 and MRAID 2.0

## Rich Media

- In-banner video allowed, expansions not allowed
- 200KB max initial file load size
- 100KB host-initiated subload
- Unlimited file size subload allowed after user clicks to initiate video, minimum 24 FPS for video
- :15 max animation
- Unlimited length video w/ sound allowed after user clicks, no auto-play
- User video and audio controls must be visible
- HTML5 must be third-party served

## General Guidelines

- Limit of five creative executions per placement.
- Banners must remain bounded in the allotted space in the page and must include a visible border around the edge. Banners may not float over page content, pop-up or initiate pop-ups from third-parties.
- No audio or video is permitted on in-page sponsorships. Exceptions may be made for certain in-banner video executions, provided the audio is user-initiated
- All text must be readable on 1024x768 resolution displays.
- Unless specifically excepted, no real or mimicked user controls, interactive elements or hovers are permitted on in-page sponsorships, including video controls, game play, etc.
- Once approved, third-party-served placements may not be changed without PBS approval.