

Build a Background Video Skin Ad

Overview

Background Video Skin requires creative agencies one image and one video to deliver such complex Ad format.

1. Produce creative assets

- Background Video Skin asset required:

Skin background image or video - Please follow PSD guidelines: SimpleSkin_Guideline.psd file

Video file - Recommended video specs: 1920x1080 MP4 H.264, Max bitrate 1600kbps, Max size 3.5MB.

Note:

- Max video duration allowed is **15 seconds**.
- Skin background image/video can be exported as animated gif.

2. Assets delivery, Q&A

1. Send **Creative Assets** to **it-cs@sizmek.com**. The creative team will take care of upload the Ad on Sizmek platform.

Note: All creative assets must be sent 3 days before the online start date.