

VICE Digital does not support flash files anymore - All tags must be secure (HTTPS mandatory). FOR HTML5: Please host all resource files yourself (.js; images, .css etc.) and send us a redirect. I All assets must either be delivered physically or served by Sizmek, Celtra or Flite

VICE DIGITAL	Creative Unit Name	Eligible for Programmatic Guaranteed	Initial Dimensions (WxH in pixels)	Accepted / Built File Format	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size	Subsequent Max Polite File Load Size	Subsequent Max User-Initiated File Load Size	Subsequent Max User-Initiated Additional Streaming File Size	Max Video & Animation Frame rate	Maximum Animation Length	Max Video Length	Audio Initiation	Hot Spot	Z-index Range	Max Percentage of CPU Usage	Minimum Required Controls	Labeling Requirements, Font Size, etc.	Submission Lead-Time	Max Creative Revisions (VICE Served)
Mobile	Mobile Leaderboard (only on VDN Ask for more info)	Y	320x50	3rd Party Hosted, HTML5 or GIF (Animated) JPG or PNG (Static)			300 KB	2.2 MB for video file load Video must be 16:9	1200 kbps	24 fps	15-sec; no looping	30-sec	Must be user-initiated (on click: mute/ un-mute); default state is muted	Not to exceed 1/4 size of ad. Only initiated when cursor is clicked. Must NOT initiate audio.	5,000 - 1,999,999	20%	Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control) YouTube videos must only play on user initiation			
	Mobile Medium Rectangle	Y	300x250																	
	MPU	Y	300x250																	
	Leaderboard	Y	728x90																	
	Half Page	Y	300x600																	
	Billboard	Y	970x250																	
	Super Billboard	Y	970x550																	
	Dynamic Sitebar (only on VDN Ask for more info)	N	300x600																	
Expandable	Expandable Half Page or MPU	N	300x600 or 300x250	3rd party hosted HTML5 or VICE internal production	600x600 or 600x250 (expands left)	150 KB	2 MB	10 MB for video file load Video must be 16:9	1200 kbps	24 fps	30-sec; max 3 loops	3-min	Must be user-initiated (on click: mute/ un-mute); default state is muted	Not to exceed 1/4 size of ad. Only initiated when cursor is clicked. Must NOT initiate audio.	0 - 4,999	40%	Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control) YouTube videos must only start on user initiation	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Min 3 working days before campaign start	2 per placement over a 6 week period; 3 per placement lifetime
	Billboard Pushdown	N	970x250	Vice is able to host HTML5 creative builds for non-expandable or non-floating ad formats only. Otherwise the creative needs to be 3rd party hosted.	970x500 (expands down)															
Overlay or Interstitial	Rich Media Overlay	N	970x250 or 1x1	3rd party hosted HTML5 or VICE internal production	800x600	150 KB	2 MB	10 MB for video file load Video must be 16:9	1200 kbps	24 fps	30-sec; max 3 loops	3-min	Must be user-initiated (on click: mute/ un-mute); default state is muted	Not to exceed 1/4 size of ad. Only initiated when cursor is clicked. Must NOT initiate audio.	0 - 4,999	40%	Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control) YouTube videos must only start on user initiation	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Min 3 working days before campaign start	2 per placement over a 6 week period; 3 per placement lifetime
	Mobile Interstitial	N	1x1	Vice is able to host HTML5 creative builds for non-expandable or non-floating ad formats only. Otherwise the creative needs to be 3rd party hosted.	300x250 or 300x600 or Full Screen	40 KB	300 KB	2.2 MB for video file load Video must be 16:9												
Homepage Takeover	HPTO (Desktop)	Y	Top of Page: 970x550, Content 1: 970x250, Content 2: 970x250 Order can be changed	3rd Party Hosted, HTML5 or GIF (Animated) JPG or PNG (Static)	Not applicable	150KB	2MB	10 MB for video file load Video must be 16:9	Streaming not allowed	24 fps	30-sec; max 3 loops	3-min	Must be user-initiated (on click: mute/ un-mute); default state is muted	Not to exceed 1/4 size of ad. Only initiated when cursor is clicked. Must NOT initiate audio.	0 - 4,999	40%	Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control) YouTube videos must only start on user initiation		Min 3 working days before campaign start	
	HPTO (Tablet)	Y	Top of Page: 728x90 In-Content: 640x360 In-Content 2: 728x90																	
	HPTO (Mobile)	Y	Top of Page: 300x250; In-Content: 300x600 In-content 2: 300x250																	

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	Creative Unit Name	Dimensions (WxH in pixels)	Companion Ads	Ratio	Accepted File Format	Max Video Length	Max File Size	Submission Lead-Time	VAST COMPLIANT	Secure Tags Required	Implementation Notes & Best Practices	Max Creative Revisions (VICE Served)
YouTube	Non-skippable Video	1920x1080	300x60	16:9	VAST: H.264 (MP4) & WebM VICE served: YouTube url	30-sec	VAST: 10MB	Min 3 days before campaign start	VAST 2.0 or Higher (Must comply with YouTube's XML summary for VAST ad server response http://goo.gl/G6gqjC)	All assets must be SSL-compliant. Page requests will be via HTTPS (SSL) or HTTP. Any ad or creative making requests for tracking pixels, creative assets, or data must use the same protocol as the page or default to HTTPS (SSL). Impression tracking pixels must always use HTTPS (SSL).	Best Practice: Uploaded video to YouTube (send Video URL) Must allow embedding Must be public or unlisted. True streaming is not allowed. More info: http://goo.gl/F0Qbr8	2 per placement over a 6 week period; 3 per placement lifetime
	Skippable Video								Only VAST 3.0 (Must comply with YouTube's XML summary for VAST ad server response http://goo.gl/G6gqjC)			
	InVideo Overlay	480x70	300x250	Not applicable	GIF or JPG	N/A	150KB (for companions also 150KB)	Min 3 days before campaign start	N/A	Yes	Requirements: Max. animation length of 10s. for the overlay. Max. animation length of 30s. for the companion ad. More info: http://goo.gl/cQIMFn	
Standard Preroll	Pre-roll viceland.com / video.vice.com	1920 x 1080	N/A	16:9	VAST: H.264 (MP4) & WebM VICE served: MOV	30-sec (non skippable)	VAST: 10 MB VICE served: 512 MB	Min 3 days before campaign start	VAST 2.0	Yes	Best Practice: Files should be supplied in MOV for encoding by VICE	2 per placement over a 6 week period; 3 per placement lifetime
	Shout Stream	1920 x 1080	N/A	16:9	VAST: H.264 (MP4) & WebM VICE served: MOV	30-sec	VAST: 2.2 MB VICE served: 512 MB	Min 3 days before campaign start	VAST 2.0	Yes	Best Practice: Files should be supplied in MOV for encoding by VICE	2 per placement over a 6 week period; 3 per placement lifetime

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	Preferred	Accepted
High Definition (HD)	<ul style="list-style-type: none"> • Format: QuickTime MOV • Codec: Apple ProRes 422 • Resolution: 1920x1080 - square pixel aspect ratio (pasp) • Video Bitrate: VBR expected at 117Mbps - 147Mbps • FPS: Same as source (23.98, 25, 29.97) • Audio: 2-Channel Stereo, LPCM in either Big Endian or Little Endian, 16-bit or 24-bit, at least 48kHz 	<ul style="list-style-type: none"> • Format: MPEG-4 • Codec: AVC (H.264) • Format Profile: High@L4.1 • ReFrames: 2 • Video Bitrate: 10Mbps CBR • Resolution: 1920x1080(16:9) • Chroma Sampling: 4:2:0 • Frame Rate: Native frame rate (23.98, 25, 29.97) • Scan Type: Progressive • Audio: AAC, 192kbps, 2-channel Stereo, 48kHz
Standard Definition (SD)	<ul style="list-style-type: none"> • Format: QuickTime MOV • Codec: Apple ProRes 422 • Resolution: 720x480 or 720x486 - proper pixel aspect ratio (pasp) must be applied; 4:3 or 16:9 • Video Bitrate: VBR expected at 34Mbps - 42Mbps • FPS: Same as source (23.98, 25, 29.97) • Audio: 2-Channel Stereo, LPCM in either Big Endian or Little Endian, 16-bit or 24-bit, at least 48kHz 	<ul style="list-style-type: none"> • Format: MPEG-4 • Codec: AVC (H.264) • Format Profile: High@L4.1 • ReFrames: 2 • Video Bitrate: 10Mbps CBR • Resolution: 720x404(16:9), 720x480(4:3) • Chroma Sampling: 4:2:0 • Frame Rate: Native frame rate (23.98, 25, 29.97)

Q: Does Vice have a preference in tag technology type?

A: Vice uses DFP for ad serving, so we ask for Doubleclick Internal Redirects for all DCM campaigns. Otherwise we are technology agnostic and can accept either Javascript or iFrame tags.

Q: For Rich Media Delivery does Vice prefer streaming or progressive file delivery?

A: Vice prefers streaming file delivery.

Q: Does Vice accept flash files (swf, flv)?

A: As of September 1, 2015 Vice no longer accepts any flash creatives.

Q: Does Vice allow site serving of HTML5 creatives?

A: In AMER, Vice is only able to accommodate 3rd party hosted HTML5 files. These must be provided in a complete 3rd party tag.
In EMER & APAC, Vice is able to host HTML5 creative builds for **non-expandable or non-floating** ad formats only. Otherwise the creative needs to be 3rd party hosted.

Q: What is Vice's policy on pixels aside from impression tracking?

A: The provisions of Vice's pixel policy are as follows:

- Vice never allows any DMP pixels ever. No exceptions.

- Pixels are for monitoring only, they are not used for optimizing or billing campaigns.
- Tags can only be set to monitor; we do not accept any blocking tags.
- All KPIs and their measurement basis must be clearly communicated before campaign launch (ideally during pre-sale process). Agreed upon KPIs cannot be updated during course of campaign. IE if client has listed their only KPI as CTR we can and will optimize towards CTR, but halfway through the campaign viewability cannot become a KPI if only CTR was agreed to during the pre-sale process.
- The client must provide us with access to all 3rd party verification along with 3rd party reporting. This is a launch requirement should the client be using research tags/pixels.
- Vice does not allow any content to be pixelated, including custom content.
- Provided all the above requirements are adhered to, Vice accepts any number of 4th party pixels bundled in 3rd party tags.

Q: Does Vice accept blocking tags from verification vendors?

A: Vice Media does not accept any tag blocking technology in advertiser ad tags as it inherently leads to discrepancies between reporting systems and because Vice does not allow an advertiser to serve "blank ads" on live pages. Vice Media prefers to work with our advertising partners to make sure we are properly executing against any brand safety requests and actively monitor campaigns for compliance.

Q: To where should campaign assets be sent?

A: Your tags should be sent to the sales office most relevant to your buy:

Office

Email

Berlin

werbemittel@vice.com