



Video Ad Specs

Pre-roll & Pop-Up Videos

- Max File Size – 25MB
- Max Duration – 15-30 seconds
- File Type – .mp4 or .mov
- Linking URL

Video Ad

- Product release with 75-100 word outline that best describes the product
- 5 to 8 High-res. product images/video clips & company logo (.jpg, png, or .tiff)
- File Type – .mp4 or .mov
- 5 to 8 product features with call to action for the end of the video including contact information
- 150 word script if voiceover is requested

Sales Brochure Video

- Product release with 75-100 word outline that best describes the product
- 5 to 8 High-res. product images/video clips & company logo (.jpg, png, or .tiff)
- File Type – .mp4 or .mov
- 5 to 8 product features
- High resolution company logo
- 150 word script if voiceover is requested
- Digital Spec sheet (PDF or PSD)

Social Media Video

- Product release with 75-100 word outline that best describes the product
- 5 to 8 High-res. product images/video clips & company logo (.jpg, png, or .tiff)
- File Type – .mp4 or .mov
- 5 to 8 product features
- High resolution company logo
- 150 word script if voiceover is requested

360 Product Video

- Product release with 75-100 word outline that best describes the product
- 5 to 8 High-res. product images/video clips & company logo (.jpg, png, or .tiff)
- File Type – .mp4 or .mov
- 5 to 8 product features
- Call to Action (CTA) for the end of the video including contact information
- 150 word script if voiceover is requested

Ship product and spec sheets to:

Industrial Media – Unit202 Video Studios
199 East Badger Road
Suite100
Madison, WI 53716

Unboxing Video

- Product release with 75-100 word outline that best describes the product
- 5 to 8 High-res. product images/video clips & company logo (.jpg, png, or .tiff)
- File Type – .mp4 or .mov
- 5 to 8 product features
- Call to Action (CTA) for the end of the video including contact information

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Video Showcase

- Image: 640x360 pixels
- Headline: 80 characters(max)
- Body Copy: 250 characters
- URL link