

AD SPECS QUICKSHEET



Standard Placements												
Ad Format	Size	Length	Codec	Frame Rate	File Formats	Bitrate	Color Depth	Audio (required)	Max File Size	Leaders/Title Cards	Serving	3rd Party Tracking*
High Def In-stream Video (pre, mid, post-rolls)	1440x1080 or higher (4:3 aspect ratio) or 1280x720 or higher (16:9 aspect ratio) *No black bars*	Normal Video Creative: :15s or :30s Extended Video Creative: <3 min or less	MPEG-2 Program Stream	29.97 fps Native frame rate preserved	MOV or MP4	15-30 Mbps	32-bit	2 Channel PCM Audio, 16 bit preferred	10GB	Video must be submitted without leaders (slates) prior to the ad content. If assets are received that include leaders, Hulu will edit out for a Production Fee that will be added to the final invoice.	Site Served	1x1 trackers and click commands
			No DivX, Sorenson, Cinepak or other lossy compression.					MPEG-1 44.1 KHz / 384 kbps accepted				
Standard In-stream Video (pre, mid, post-rolls)	540x404 or higher (4:3 aspect ratio) or 720 x 404 or higher (16:9 aspect ratio) *No black bars*	Normal Video Creative: :15s or :30s Extended Video Creative: <3 min or less	Any native Quicktime, AVID or Media 100 including MPEG-2, H.264	29.97 fps Native frame rate preserved	MOV or MP4	Greater than 2Mbps	32-bit	2 Channel PCM Audio, 16 bit preferred	10GB	Video must be submitted without leaders (slates) prior to the ad content. If assets are received that include leaders, Hulu will edit out for a Production Fee that will be added to the final invoice.	Site Served	1x1 trackers and click commands
			No DivX, Sorenson, Cinepak or other lossy compression.					MPEG-1 44.1 KHz / 384 kbps accepted				
Product Interstitial	720 x 404 (16:9 aspect ratio only)	:15s for continuous play or 'lean back' experience. No time limit for extended user-initiated interaction.	FLASH Versio 10.x. AS3 only.	30 fps	SWF, MOV or MP4			Required throughout the full experience.	100k Initial Load		Site Served	Click commands. Form field data will be captured by Hulu or can hit a 1x1 or web service.
Ad Format	Size	Length	Animation	Frame Rate	File Formats	Assets	Expandable	Max File Number	Max File Size	Notes	Serving	3rd Party Tracking*
Companion Banners	300 x 250	Shows during ad play	Static, no animation on load. Animation allowed upon user-initiated rollover or click. No audio.	30 fps	GIF, JPG, SWF (Version 8.0 or later)	Delivered assets for swf banners should include source .fla.	No	1 set of companion banners per individual video creative.	40k	For flash banners, please do not use transparent backgrounds. All layers must be masked to the banner (300x250 or 300x60) area.	GIF: Site or 3rd Party Served	Standard tags: href and img source
	300 x 60, 234 x 60	Shows during video content	Static, no animation on load. Animation allowed upon user-initiated rollover or click. No audio.	30 fps	GIF, JPG, SWF (Version 9.0 or later)	Delivered assets for swf banners should include source .fla and all associated fonts, class or other files.	No	1 set of companion banners per individual video creative.	40k		SWF: Site Served Only	Standard tags: href and img source
Ad Format	File Formats	Layers	Character Count	Color	Notes	VOX: Advertiser Name	Notes	Serving	3rd Party Tracking*			
Branded Slate (Short or Long)	Logo via any Vector based format, including .AI, .EPS or native .FLA	1 Vector Layer if possible. Complex forms such as large "Blend" layers or shaded metallic "path" need to be flattened	n/a	Color is accepted. RGB Color Mode required.	The logo will be used on a black or transparent background.	The Advertiser Name is the name of the advertiser or name of the Brand – limited to no more than 11 syllables regardless of word or character count.		Site Served	1x1 trackers and click commands			

Ad Format	File Formats	Sizes	Max File Size	Animation	Expanding	Character Count	Creative Notes	Notes	Serving	3rd Party Tracking*	
Branded Player Skin	GIF, JPG, PNG, SWF	920x145 banner	40k	Yes	No	n/a	For all designs, the skin should be smooth across all elements. Strokes or borders around the banner and footer should be avoided. Images can only be used in the banner and footer area - the sides are reserved for repeater graphics only. For flash banners/footers, please do not use transparent backgrounds. All layers must be masked to the banner (920x145) or footer (920x105) area.	Hulu Creative Services can create the canvas image asset based on client direction and layered or vector source assets.	Site Served	1x1 trackers and click commands	
	GIF, JPG, PNG, SWF	920x105 banner	40k	Yes	No	n/a		Hulu Creative Services can create the canvas image asset based on client direction and layered or vector source assets.	Site Served	click commands	
	GIF, JPG, PNG	4x145 repeater graphic	5k	No	No	n/a				Site Served	n/a
	GIF, JPG, PNG	4x404 repeater graphic	5k	No	No	n/a				Site Served	n/a
	GIF, JPG, PNG	4x105 repeater graphic	5k	No	No	n/a				Site Served	n/a
Branded Entertainment Selector	GIF, JPG, PNG	270x404 poster	40k	No	No	Less than 20 characters for the long-form commercial name.	Creative should not include buttons or callouts for external links as this unit links to the long-form commercial and this will be confusing to users.	Hulu Creative Services can create the poster image assets layered or vector source assets.	Site Served	1x1 trackers and click commands	

All assets for Standard Campaigns are due no later than 5 business days before launch.
All assets for Sponsorships are due no later than 8 business days before launch unless otherwise agreed upon.

Please refer to the full Hulu Ad Specs document for full details and reference images.

* 3RD PARTY TRACKING - REFERENCE



TAG OVERVIEW

Hulu does not accept iframe, ilayer, javascript, or internal redirect tags at this time. Even if you aren't familiar with tags, the below examples should help you recognize the difference between tags that accepted on Hulu and other formats that are not.

Companion 300x60	
Standard tags: href and img source	
Accepted	<pre> </pre>
Not Accepted	<pre><IFRAME SRC="http://ad.doubleclick.net/adi/N3220.hulu.comXX0000/B3087570.6;sz=300x60;ord=[timestamp]?" WIDTH=300 HEIGHT=60 MARGINWIDTH=0 MARGINHEIGHT=0 HSPACE=0 VSPACE=0 FRAMEBORDER=0 SCROLLING=no BORDERCOLOR=#000000"> <SCRIPT language="JavaScript1.1" SRC="http://ad.doubleclick.net/adj/N3220.hulu.comXX0000/B3087570.6;abr=lie;sz=300x60;ord=[timestamp]?"> </SCRIPT> <NOSCRIPT> </NOSCRIPT> </IFRAME></pre>

Companion 300x250	
Standard tags: href and img source	
Accepted	<pre> </pre>
Not Accepted	<pre><SCRIPT language="JavaScript1.1" SRC="http://ad.doubleclick.net/adj/N3220.hulu.comXX0000/B3087570.7;sz=300x250;ord=[timestamp]?"> </SCRIPT> <NOSCRIPT> </NOSCRIPT></pre>

Brand Slate, Brand Canvas, Video, Overlay	
1x1 trackers and click commands	
Accepted	<pre>1x1 Tracking Pixel: IMG SRC="http://ad.doubleclick.net/ad/N3220.hulu.comXX0000/B3087570.2;sz=1x1;ord=[timestamp]?" Click Command: http://ad.doubleclick.net/clk;207610426;29577382;x</pre>
Not Accepted	<pre> </pre>

Notes:

The above are examples only and are not intended to demonstrate every possible code scenario for tracking tags. Please work closely with your Hulu representative to ensure proper tags are provided and implemented for accurate tracking.