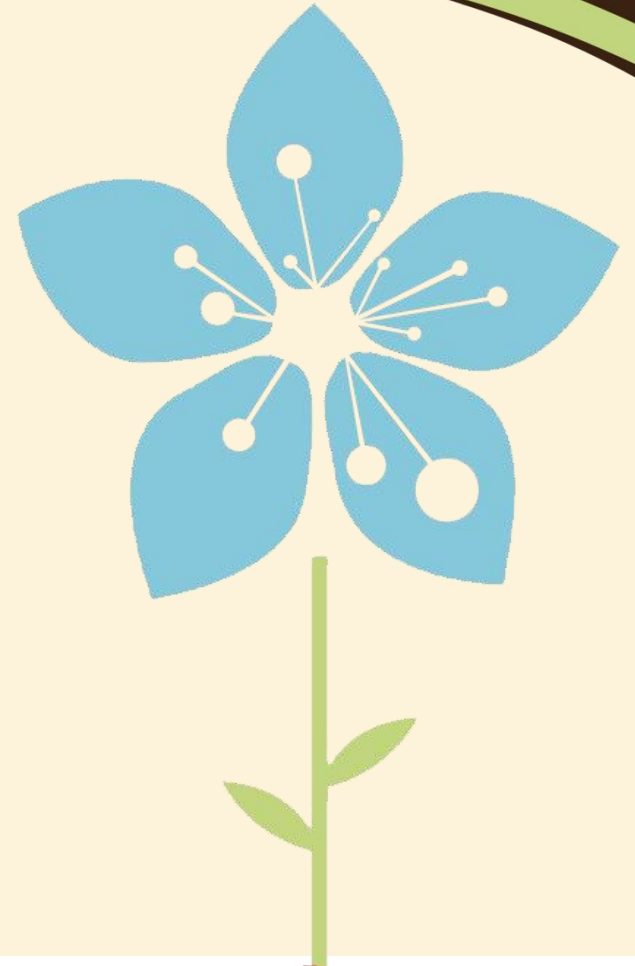


There is something

new

... and you are gonna love it ♡

Introducing : Overlay ads



The Overlay Ad is a graphical ad in the bottom of the video display that run concurrently with content.

Overlay: ad experience concurrent with video content



Tu Jaane Na-Ranbir Kapoor and Katrina Kaif (3:01)

Share this

Fly more! Pay less!
Up to Rs 2000 Cash back* on international flight booking www.cleartrip.com

00:09 / 03:01

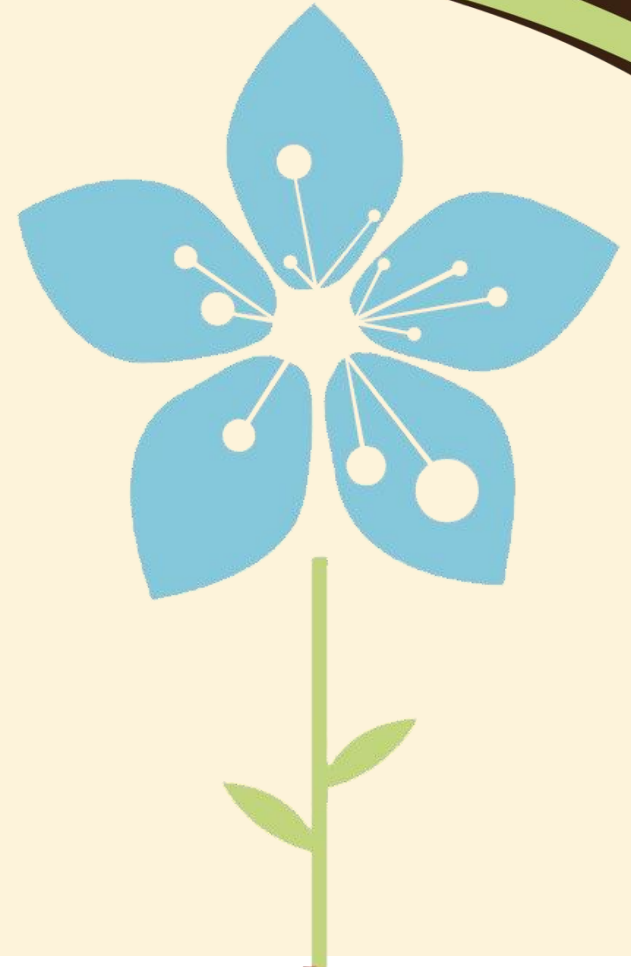
The image shows a video player interface. At the top, the video title is "Tu Jaane Na-Ranbir Kapoor and Katrina Kaif (3:01)". Below the title is a "Share this" button with an envelope icon. The main video area shows a woman in a black dress. An advertisement overlay is positioned at the bottom of the video frame, featuring the text "Fly more! Pay less!" and "Up to Rs 2000 Cash back* on international flight booking" with a link to "www.cleartrip.com". The video player controls at the bottom show a progress bar at 00:09 / 03:01, a volume icon, and a full-screen icon.

Video Content

Overlay Ad
Runs on top of video during play

Benefits of overlay ads

- Drive a higher level of **brand awareness**.
- Extend your reach to the video audience at an **efficient price point**.
- Ad units are designed to integrate seamlessly into publishers' content, **engage with users** while they are actively consuming video content.



Overlay ad Specification

Ad Specification	
Insertion Point	During video play
Max Ad display duration	15 Seconds
Click Event	Supply a click-through URL. Open popup window of the ad taking user to a specific landing page.
Overlay Ad size	450x50
Max File Size	10 KB
Formats	JPEG, JPG, GIF
Audio	No Audio

Overlay ad Specification

Fly more! Pay less!

Up to Rs 2000 Cash back* on international flight booking www.cleartrip.com



Fly more! Pay less!

Up to Rs 2000 Cash back* on international flight booking www.cleartrip.com



Border: If the banner has a white background then 1 pixel border is necessary.

Close button: A 9x9 pixel square with an X within it. This close button can be ONLY ON TOP-RIGHT CORNER. And will be black on white background or white on black background or in a contrasting colour if any other background colour is used.



May we
Help you?

Mumbai: 022-24449144

Delhi: 011-23706001/9

Chennai: 044-42145133

Bangalore: 080-40806565

Hyderabad: 040 - 40032733

New York: 001-646-432-6000

Email: adsales@rediffmailpro.com