

# VDX: One Experience, Many Ways To Explore



## ENGAGE

Capture attention instantly with a compelling video teaser that spotlights your brand.



## EXPAND

Leverage viewer interaction as video plays in the immersive branded canvas, fostering deeper connections.



## EXPLORE

Drive results with customizable features, rich media experience and clear calls-to-action.

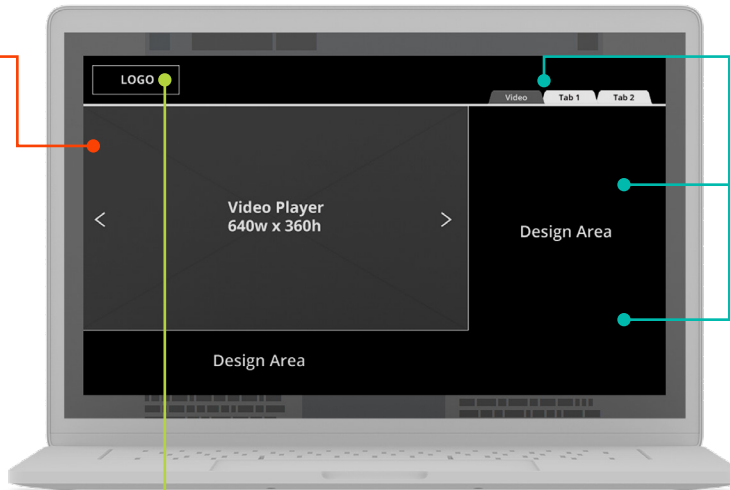


## Creative Checklist: What Creative AORs Provide

Below is a sample of general assets needed and an example of asset layout

### VIDEO ASSETS

- ☐ 16:9 Video (Recommend: 15 To 30 Seconds; Accept up to: 90 Seconds)
- ☐ Min. Resolution 1280x720
- ☐ Max. Frame Rate (FPS) 30
- ☐ Min. Bit Rate 2000 Kbps
- ☐ Video Codecs H.264 (Recommended)
- ☐ MPEG-4, Quicktime, AVI, Windows Media
- ☐ Audio Codecs MP3 or AAC
- ☐ MP4 (Recommended), MOV, MPEG, WMV, AVI)
- ☐ Max. 3 Videos



### LOGO

- ☐ Horizontal Format
- ☐ Min. 400x130
- ☐ PSD, EPS, BMP, JPEG, PNG, TIFF

### CONTENT & FILES

- ☐ Layered PSDs, high-res imagery, AI, EPS, and/or INDD files
- ☐ Approved copy for each tab
- ☐ Headline recommendation: 10-15 words
- ☐ Sub-headline recommendation: 20-30 words
- ☐ Confirmation on desired interactive feature(s)
- ☐ CTA(s) for each tab
- ☐ Tab name(s), if applicable, 12 characters max
- ☐ If applicable, pre-qualifier question or statement: 50 - 53 characters max

# Ad Sizes Across Desktop, Mobile, CTV and Digital Out Of Home

Sizes to be determined based on campaign needs and goals. Sample offerings:

## TV EXPERIENCE:



CONNECTED TV

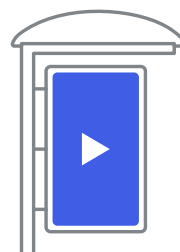


OTT DEVICES



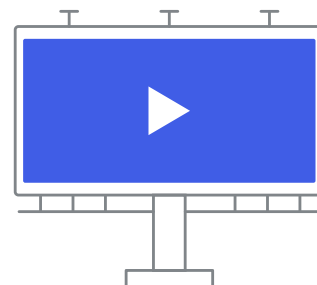
HORIZONTAL VIDEO

1920 X 1080  
(:06-:30 SECONDS)



VERTICAL VIDEO

1080 X 1920  
(:06-:30 SECONDS)



STANDARD DIGITAL  
BILLBOARD WIDE FORMAT

1400 X 400  
(STATIC OR MOTION)

## IN-PAGE DESKTOP:



970 X 250



300 X 600



160 X 600



728 X 90



300 X 250

### IN-FRAME & EXPANDABLE FORMATS

## DIGITAL VIDEO:

## IN-READ:

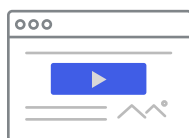
## IN-PAGE MOBILE



DESKTOP  
IN-PLAYER



MOBILE  
IN-PLAYER



645 X 360



320 X 230



300 X 250



300 X 600



320 X 50

### IN-FRAME & EXPANDABLE FORMATS

For more information, please contact us at [hello@vdx.tv](mailto:hello@vdx.tv)

© 2025 VDX.tv. All rights reserved. VDX.tv, the VDX.tv logotype, and other products and services of VDX.tv are trademarks, service marks, or registered trademarks of VDX.tv. 1210 Part No. 20241210

[WWW.VDX.TV](http://WWW.VDX.TV)

# Creative Build Services: How We Partner with Your Creative AOR

After the ad delivery and sizes have been selected, VDX.tv offers a free creative build service with a menu of design options:



## OPTION 1: **VDX BUILD**

Our expert creative team custom design the VDX unit, with the ability to extract content from your website as needed (copy, imagery, features etc.)



## OPTION 2: **TEMPLATE**

We provide a PSD template of the VDX unit to populate with desired branding and design elements.



## **ILLUSION** NO VIDEO? NO PROBLEM!

When video assets are limited, our in-house creative team leverages content and static images directly from the website, with ability to overlay audio, simulating an engaging video ad experience for your audiences.

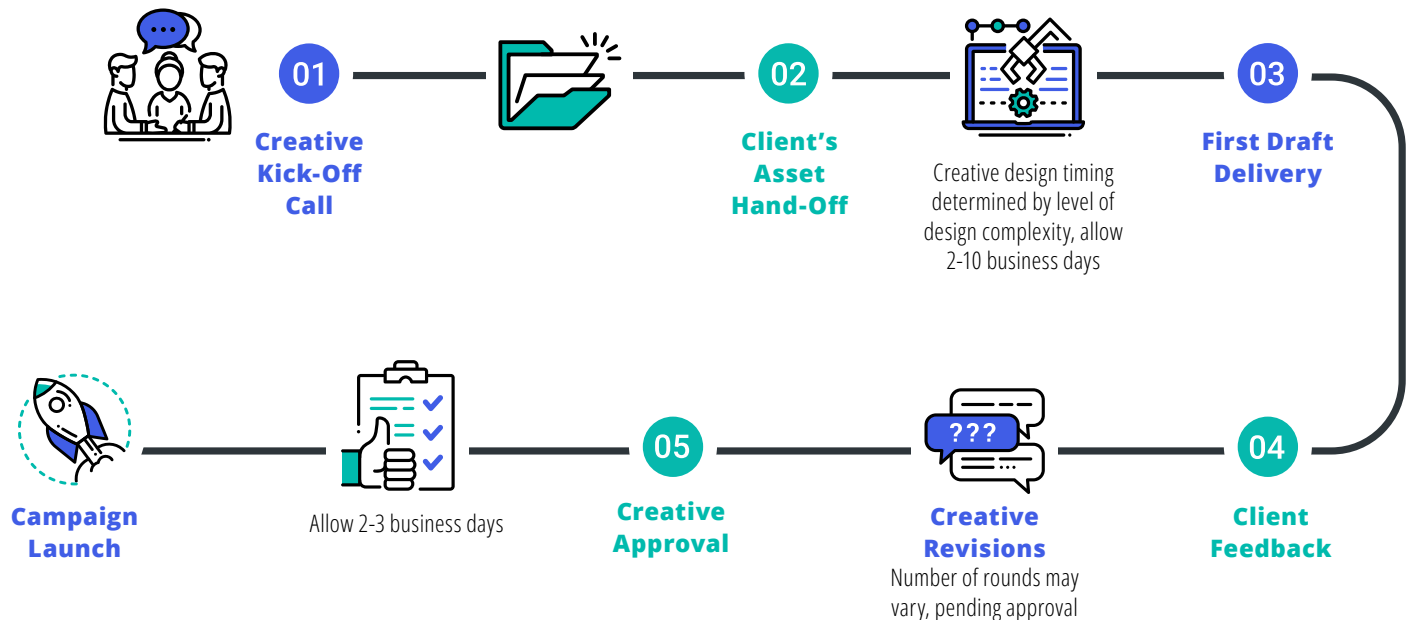
### What we need to get started:

- |   |  |
|---|--|
| <input type="checkbox"/> Approved banners | <input type="checkbox"/> Website references  |
| <input type="checkbox"/> PSDs             | <input type="checkbox"/> Audio samples (if applicable, otherwise VDX to provide recommendations) |
| <input type="checkbox"/> High-res imagery |  |



## Creative Development Timeline

We are with you every step of the way. **Teal-colored circles** involve your creative AOR. Otherwise, our **dedicated VDX Creative team** takes care of everything on the backend for a seamless launch that will set you up for success.



### Implementation And Reporting:

- Once approved, VDX.tv to provide a list of all trackable elements in the creative for 3<sup>rd</sup> party trackers that need to be provided.
- VDX.tv tracks all elements and interactions internally.
- Upon receiving 3<sup>rd</sup> party tracking please allow up to 72 hours for to go live.
- VDX.tv to share screenshots after campaign has gone live

For more information, please contact us at [hello@vdx.tv](mailto:hello@vdx.tv)

© 2025 VDX.tv. All rights reserved. VDX.tv, the VDX.tv logotype, and other products and services of VDX.tv are trademarks, service marks, or registered trademarks of VDX.tv. 1210 Part No. 20241210

**WWW.VDX.TV**