



Video Ad Specification Requirements

Please Submit the Master Digital Video File according to the following specifications:

File Format:

Programs should be encoded using Flash 8

- ✓ High quality settings
- ✓ 700 kbps data rate
- ✓ MPEG Layer III audio codec
- ✓ 128 kbps stereo audio
- ✓ Use preference “Stream from Flash Communication Server”
- ✓ Deliver .FLV file
- ✓ No skin
- ✓ No pre-loaders (These are built in to IEEE.tv)

Document Settings:

- ✓ Dimensions: 501 x 282
- ✓ Background Color: Black
- ✓ Frame Rate: 30 fps
- ✓ Video Length
 - 15 or 20 second unit ad
 - 1-3 minute “Marketplace” ad

Additional Notes:

- ✓ Lead time for video ad delivery is 10 business days
- ✓ No third party ads accepted

For more information contact IEEE.tv at tv-ads@ieee.org or mail to IEEE.tv - TV ads, 445 Hoes Lane, Piscataway, NJ 08854.