



PGA TOUR Video Ad Formats

PGA TOUR Pre-Roll

- **Creative Lengths:** 6, 15, 30 seconds
- **Max # of Creative Versions:** 5
- **Video Format:** VAST 2.0, VAST 3.0, MP4
- **File Size:** 50 MB
- **Dimensions:** 1920x1080
- **Frame Rate:** 29.97 fps
- **3rd Party Tracking:** Yes
- **Creative Rules:** Pre-Roll Ads longer than 6 seconds, cross-platform, will be skippable starting at 5 seconds Video players & ads are autoplay and click for sound/automuted
- **Minimum Video Bitrate:** 10,000kbps min/70,000kbps max
- **Video Codec:** MOV (H.264 High Profile) Apple prores 422 or Apple prores 422HQ
- **Audio Codec:** Between -6db and -12 db. Linear PCM - Little Eldian or AAC. Stereo Mix. 48.000 kHz. 16-bit

PGA TOUR Mid-Roll

- **Creative Lengths:** 15 seconds
- **Max # of Creative Versions:** 3
- **Video Format:** MP4
- **File Size:** 100 MB
- **Dimensions:** 1920x1080
- **Frame Rate:** 29.97 fps
- **3rd Party Tracking:** Yes
- **Video Bitrate:** Mezz file 15,000kbps Minimum High, Medium, Low variable based on bitrate Video Codec Mezzanine File - .mov (H.264 High Profile) mp4 (high profile) webm (VP8 or VP9)
- **Audio Codec:** 192 kbps minimum 48 kHz sample rate Audio is required. PCM preferred, ACC acAudio volume should not exceed the volume of the content and be under -2dB Must follow CALM compliance loudness average of -24LKFS +/-2

TOURCAST Pre-Roll

- **Creative Lengths:** 6 seconds only
- **Max # of Creative Versions:** 5
- **Video Format:** VAST 2.0, VAST 3.0, MP4
- **File Size:** 50 MB
- **Dimensions:** 1920x1080
- **Frame Rate:** 29.97 fps
- **3rd Party Tracking:** Yes
- **Video Bitrate:** 10,000kbps min/70,000kbps max
- **Video Codec:** MOV (H.264 High Profile) Apple prores 422 or Apple prores 422HQ
- **Audio Codec:** Between -6db and -12 db. Linear PCM - Little Eldian or AAC. Stereo Mix. 48.000 kHz. 16-bit

Key Restrictions for all O&O Video:

- Data collection form may be needed for 3rd Party Tracking
- Interlaced video is not accepted

