



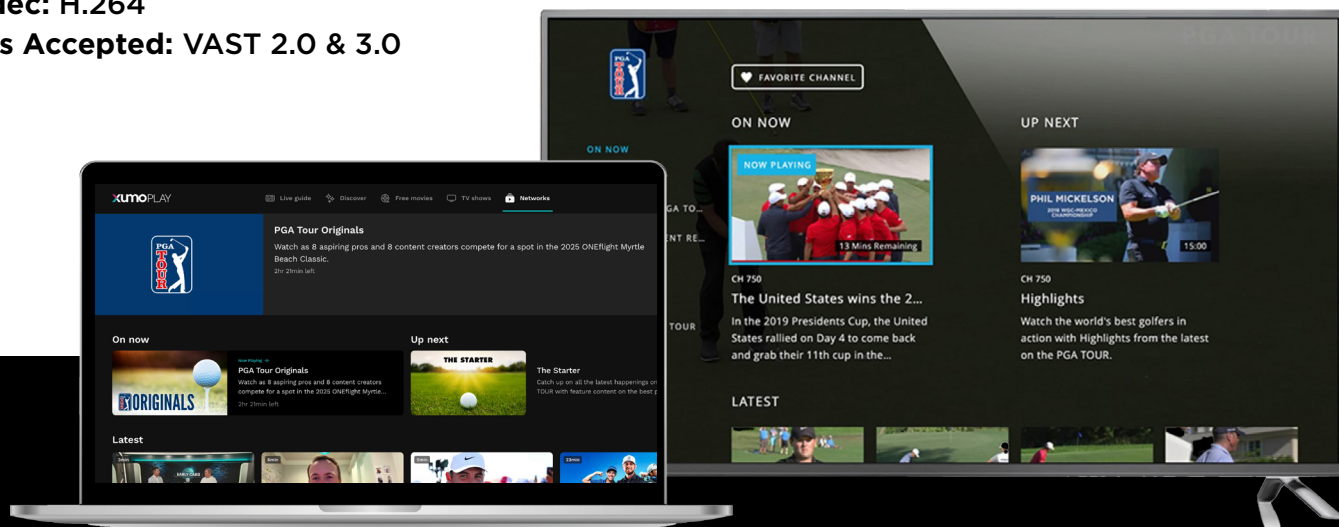
PGA TOUR – Xumo Mid-Roll Video Ad Formats

Video Specifications:

- **Resolution:** 1920x1080 or 1280x720
- **Required Aspect Ratio:** 16:9
- **File Formats:** MPEG-4 (.mp4 only)
- **Frame Rate:** 29.97 or 30 FPS
- **Length:** 15, 30, or 60 seconds
- **Max File Size:** 20 MB
- **Max Bitrate:** 4 Mbps
- **Codec:** H.264
- **Tags Accepted:** VAST 2.0 & 3.0

Audio Tech Specs

- Audio is required, two channels only
- 96-192 Kbps, 16 or 24 bit only
- 48 kHz sample rate
- Audio; ATSC A/85 (-23 LUFS) in compliance with [these regulations](#)



Restrictions:

- Please refer to [this link for Ad Format Guidelines for Digital Video and CTV](#).
- Ads will primarily be shown in full screen, OTT environments.
- VPAID is only supported for desktop-only executions.
- For more information on audio levels:
 - [This FCC page provides a general overview of the rules concerning loud television commercials.](#)
 - [Techniques for Establishing and Maintaining Audio Loudness for Digital Television.](#)