

YouTube Video Advertising Specs



Site Served

Resolution: 1920 × 1080 (16:9)
File Size: 10 MB
File Formats: .MOV, .MP4
Creative Rotation: 3 Maximum
Video Bitrate: >10 Mbps
Frame Rate: 29.97 FPS

Video Codec: *(interlaced video not accepted)*
Apple ProRes 422 HQ: bitrate >800 Kbps |
H.264: bitrate >50 Mbps | DV (DV25), (DV50)

Audio Codec: *(audio required)*
2 channels only | PCM preferred, AAC
accepted | 192 Kbps minimum | Stereo 16-bit
or 24-bit | 48 kHz sampling frequency | 115
KB sample size

**File must include ad creative only and require
no editing or clipping before transcoding.
(no bars, tones, slates, etc.)*

**Video duration must match audio track
length or the video cannot be transcoded*

VAST 2.0

Resolution:
Mezz: 1920×1080 HD
High: 1920×1080 HD
Medium: 960×540 or 640×480
Low: 640×360 or 416×234

File Format: .MP4
Frame Rate: 29.97 FPS
Aspect Ratio: 16:9

Video Bitrate:
Mezz: 10–30 Mbps
High: 3.25–5 Mbps
Medium: 1–1.5 Mbps
Low: 340–460 Mbps

File Size:
Mezz: 10 MB
High/Medium/Low: Variable based on bitrate

Video Codec: *(interlaced video not accepted)*
Mezz: Apple ProRes 422 HQ or H.264
High: H.264 only
Medium: H.264 only
Low: H.264 only

Audio Requirements:
192 Kbps minimum | 48 kHz sampling
frequency | Stereo compliant (-24 LKFS +/-2)

**Secure HTTPS only
VPAID is not allowed

VAST 3.0

(Youtube Skippable Only)

Resolution: (16:9) 1920×1080 or 1280×720
File Size: 10 MB
File Formats: .MP4
Video Bitrate: at least one file < 1 mbps
Audio Bitrate: 128 kbps or better
Frame Rate: 29.97 FPS
Video Codec: H.264
Interlaced video is not accepted.
Must contain one media file under 1 Mbps

**VPAID is not allowed
Ensure seamless playback

Verify your VAST link here:

<https://ytvastqa.appspot.com/>

YouTube LIVE

(Site-served or 3P VAST tag)

File Size: 10 MB
Standard Length: 15s

**Youtube Live Programming requires skip and
non-skip assets for both Pre-roll and Midroll:
The following ad lengths are accepted:

Pre-roll:
30s, 6s, 15s skippable AND 6s, 15s non-skip

Midroll:
30s, 6s, 15s skippable AND 6s, 15s, non-skip

ADDITIONAL NOTES:

- Advertising on YouTube must follow PGA TOUR's specs and YouTube Ads Data Hub requirements specified on Approved DSPs, Creative Hosts, and Pixels.
- Must comply with YouTube's XML summary for VAST ad server response. [XML summary for VAST ad server response](#)
- Must be served via a linear VAST tag (pre-fetch tag) by a YouTube-approved vendor. [YouTube-approved vendor](#)
- Must be SSL-compliant
- Must NOT have geo, browser or any other targeting on the third party end.
- Only VAST 3.0 tags are allowed for skippable video ads. VAST 2.0 will not be accepted.
- Audio track must be the same length as the video duration or else the video cannot be transcoded.
- Ad server must return a valid crossdomain.xml file. If you choose to explicitly list domains, ensure all ad serving domains are included.
- VAST-served video ads are not guaranteed to run on all mobile web browsers, game consoles or connected TV devices (most modern updated environments are supported)

- URL cannot exceed 1024 characters.
- We cannot accept blocking or filtering tags of any kind.
- Stitched creatives are not accepted (e.g., we don't accept two 15-second ads stitched together to create one 30-second ad).
- Multiple durations are not allowed within the same tag. All creatives of the same duration must be on one tag.
For example, all 30-second creatives must rotate on the back end of one tag instead of being split out into several tags.