



DIGITAL ADVERTISING KIT

PGA TOUR Pre-Roll

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
Creative Length	Standard Lengths - :06, :15, :30
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
Minimum Video Bitrate	10,000kbps min/70,000kbps max
Video Codec	MOV (H.264 High Profile) Apple prores 422 or Apple prores 422HQ Interlaced video is not
Audio Codec	Between -6db and -12 db. Linear PCM – Little Eldian or AAC. Stereo Mix. 48.000 kHz. 16-bit
3rd Party Tracking	Yes

**Data collection form may be needed for 3rd Party Tracking*

