



PGA TOUR YouTube Video Ad Formats

SITE SERVED

- **Resolution:** 1920 x 1080 (16:9)
- **File Size:** 10 GB
- **File Formats:** .MOV, .MP4
- **Creative Rotation:** 3 Maximum
- **Video Bitrate:** > 10 mbps
- **Frame Rate:** 29.97 FPS
- **Video Codec:**
(Interlaced video is not accepted)
 - Apple ProRes 422 HQ, bitrate > 800 Kbps
 - H.264, bitrate > 50 Mbps
 - DV, (DV25), (DV50)
- **Audio Codec:** Audio is 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

**The file should include the ad creative only and must not require any editing or clipping before transcoding (no bars/tones, slates, etc.).*

**Video duration must be the same length as the audio track or else the video cannot be transcoded.*

VAST 2.0

- **File Formats:** .MP4
- **Frame Rate:** 29.97 FPS
- **Aspect Ratio:** 16:9
- **Dimensions:**
 - Mezz - 1920x1080 HD
 - High - 1920x1080 HD
 - Medium - 960x540 or 640x480
 - Low - 640x360 or 416x234
- **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 on bitrate
- **Video Codec:** High, Main, Baseline.
(Interlaced video is not accepted)
 - Mezz - Apple ProRes 422 HQ or H.264
 - High - H.264 only
 - Medium - H.264 only
 - Low - H.264 only
- **Audio Codec:**
 - 192 Kbps minimum
 - 48 kHz sampling frequency
 - Secure HTTPS only
 - Compliance avg of -24LKFS +/-2

**VPAID is not allowed*

VAST 3.0

(Youtube Skippable Only)

- **Resolution:** (16:9) 1920x1080 or 1280x720
- **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/>

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.