

PRE-ROLL

The fastest growing digital advertising format.

It is estimated that by 2022, 82% of all consumer Internet traffic will be online video. Mobile is a major driving force, accounting for three of every four video views.

Pre-roll is a 15 or 30 second ad that appears before a streamed video. These are clearly labeled as ads and often provide an option to be skipped. Pre-roll is quickly growing into one of the best ways to boost your brand's message and 52% of marketers say that video is the content with the best ROI.



Where does Pre-Roll appear online?

Pre-roll ads are streamed on any site or app that features video, such as news websites or YouTube. These videos, and the pre-roll attached to them, usually auto-play.

Accurately deliver video to hyper-targeted, brand safe inventory.

Q1Connect is Q1Media's 1st party data management platform that collects, organizes, and analyzes first-, second-, and third-party data.

In addition to Q1Connect, Q1Media partners with Oracle Blue Kai, LiveRamp, and other 3rd party Data Management Partners (DMPs) to offer hyper-accurate and relevant audience data. Then, audience location data is layered in with contextual targeting data in order to utilize more relevant inventory rather than targeting solely on behavior.

Q1Media is partnered with DoubleVerify, a technology that ensures brand safety by authenticating the quality of digital media.

Visit us at [Q1Media.com](https://www.Q1Media.com)

The future of digital video continues to engage more users.

- 90% of users that watch a video about a product/service feel that it is helpful in making buying decisions.
- 84% of users say they've been convinced to buy a product or service by watching a brand's video.
- The average user will spend 100 minutes a day watching online video in 2021.



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Best Practices for Pre-Roll



Start off with a solid strategy.

Identify and target your audience, then focus on providing value to them. Pre-roll is especially effective for retargeting audiences who have already interacted with your brand's site, social pages, or video channels.



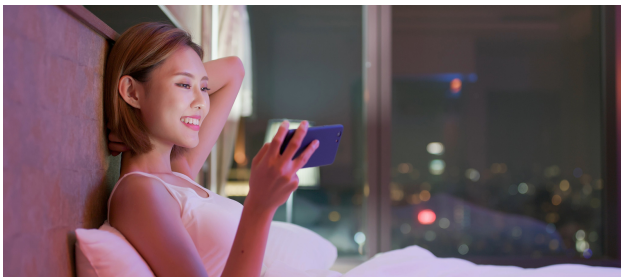
Hone your audience by targeting.

Options include geo-targeting by zip code, DMA, county, city, state, and country. Layer in specific data segments (behavioral and/or contextual) to reach your brand's most accurate and engaged audience.



Focus on telling a single story.

Pre-roll video is great for telling a story, evoking emotion, or giving information. Focus on captivating viewers with a single, concise message.



Make branding and messaging clear.

Be sure to place branding on the first frame and also convey your message in the first 3-4 seconds.



Know when to use vertical video.

Planning to target mobile users? Most will view their phone in portrait mode. Delivering a vertical video can ensure you are optimizing screen space.



Communicate your message visually.

Some platforms mute video by default. Use strong visuals, easy-to-read text, and captions to help communicate to viewers who have audio off.

General Pre-Roll Video Advertising Specs

Exact guidelines will vary based on the publisher. In general, Q1Media's publishers require the following:

- **Length:** 15 or 30 seconds
- **File Formats:** MOV, WMV, or MP4
- **File Size Limit:** 10MB (unlimited if tag user initiated)
- **Frame Rate Limitations:** 18-24 fps
- **Max Video Resolution:** 1920x1080
- **Min Video Resolution:** 1280x720
- **Aspect Ratio:** 16:9
- 60 second long-form is available
- Include a click-through URL
- Pre-Roll CPM Range is \$15-\$20