



# Political CTV<sup>®</sup> Ad Specs

## REQUIREMENTS

**File Type:** MP4

**File Size:** 1GB Max

**Resolution:** 16:9 ratio (1920x1080px minimum)

**Bitrate:** 18,000-30,000 kbps

**Frame Rate:** 23.98 or 29.97 fps

**Audio Sample Rate:** 48kHz

**Duration:** 15, 30, or 60 seconds

## POLITICAL DISCLAIMER

**CTV ads related to elections or ballot measures must include an oral disclaimer** spoken by the candidate in which the candidate identifies herself/himself and states that she/he has approved the communication. This can be conveyed in one of two ways:

- A full-screen view of the candidate making the statement, **OR**
- A “clearly identifiable photographic or similar image of the candidate” that appears during the candidate’s voice-over statement

The communication must include a **clearly readable written disclaimer statement** that appears at the **end** of the communication **for a period of at least four seconds** with a **reasonable degree of color contrast** between the background and the disclaimer statement.