CAMPAIGN AD-CLOUD
A TRIAD CTV® COMPANY

Political CTV® 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 or 30 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.