

Video Ad Specifications

Video Tenancy

£500 per month

Please send video in FLV or MP4 format

Maximum recommended file size to ensure efficient delivery 10MB

Research from Nielsen claims that through the power of sight, sound and motion, online video advertising generates the largest brand lift of any media format, typically stimulating a 65 per cent ad recall rate.

The consumption of video makes up nearly one third of time spent online. Faster download speeds and ever improving mobile phone technology have provided the tipping point for the success of sites such as YouTube and BBC iPlayer. However, in the B2B market video advertising is still a relative novelty compared to traditional forms of media. This provides your business with the opportunity to stand out from the competition and make the most of people's online behaviour traits:

- Bring your message to life with video footage of your products in action
- Educate and instruct visitors about your product or services
- Keep your message fresh by changing your video content at any time or rotating a selection of video clips
- Maximise the retention of any potential prospects by providing a URL address to click through to
- Your Video will appear at the top of all of the high traffic pages including *News, Jobs* and the various *Directory* Menus and is guaranteed exposure to a minimum of 1 in 6 visitors that view video across the site
- Frequency capping available to optimise reach to unique visitors