

# Inline Video banners

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- [Creating a Banner](#)

Use an Inline Video banner whenever the creative is an FLV, MP4 or WEBM video that is to be displayed before, in the middle of, or at the end of another video

Inline Video banners are a means of displaying an [FLV](#), [MP4](#) or [WEBM](#) video before (i.e. pre-roll), in the middle of (i.e. mid-roll) or at the end of (i.e. post-roll) another video.



This page discusses the options that are specific to creating banners of type "html", subtype "Inline Video Ad (pre/mid/post-roll)". Please see the [Creating a Banner](#) page for details on the overall process on creating banners.

## Basic information

Name \*

### Create an Inline Video Ad (pre/mid/post-roll)

An Inline Video Ad is a video ad that can be presented before, in the middle of, or after the video content and takes over the full view of the video.

To setup your Inline Video Ad, you will need to:

1. Enter the information about your ad in the form below.
2. Link this Inline Video Ad to the desired zone. The zone must be of the type "Inline Video Ad".
3. Include the zone in the ad schedule of the video player plugin configuration in your webpage.
4. See the details on how to ensure that Flash-based video players can load ads from Revive Adserver.

Video delivery method \*  streaming (RTMP)  
 progressive (HTTP)

RTMP server URL \*

Video filename \*

Video type \*

Video duration in seconds \*

Destination URL (incl. http://) when user clicks on the video

## Third party impression tracking

When a video ad is displayed, Revive Adserver will record the ad impression. You can also specify a URL to a third party 1x1 transparent pixel. The URL can contain any of the supported [magic macros](#).

Impression tracking beacon URL (incl. http://)

## Companion banner

To associate a companion banner to this video ad, select a banner from the companion banner dropdown. This banner will appear for the duration of the video ad. You will need to specify where this companion banner appears on the page while setting up your video ad in the video player plugin configuration. [Learn more](#)

Companion banner

## Additional data

Keywords

Weight

Comments



## Basic information

There is a single *Basic information* field for Inline Video banners, which is required:

- **Name:** The name of the banner. It is recommended that you use a name that uniquely identifies the banner, and will allow you to recognise the banner quickly and easily.

## Create an Inline Video Ad (pre/mid/post-roll)

The fields in the *Create an Inline Video Ad (pre/mid/post-roll)* section define where the video ad is located, and how it should be delivered:

- **Video delivery method:** Revive Adserver supports video ads that are delivered by either RTMP (streaming) and HTTP (progressive).
  - Streaming protocols such as RTMP are generally considered to offer users better video playback options (such as fast-forwarding and seeking) compared with non-streaming protocols such as progressive HTTP.
  - However, these video playback options may not be particularly relevant to the display of video ads - for example, is the ability to fast-forward through the ad important?
  - As a result, the primary consideration for the video delivery method is more likely to be the protocols supported by the hosting location of the video ad, which needs to be external to Revive Adserver.
- **RTMP server URL:** In the event that the RTMP protocol is selected, the URL of the RTMP server host is required separately from the video ad's filename.
  -  Remember to use https:// as the protocol if the inline video banner needs to be delivered over SSL/TLS.
- **Video filename:** In the event that the RTMP protocol is selected, the filename of the video ad is required separately from the URL of the RTMP server host.
- **Video URL:** In the event that the HTTP protocol is selected, the URL of the video ad is required (i.e. both the URL of the host, and the filename, in one URL).
  -  Remember to use https:// as the protocol if the inline video banner needs to be delivered over SSL/TLS.

- **Video type:** The type of the video ad. Revive Adserver supports [FLV](#), [MP4](#) and [WEBM](#) videos.
- **Video duration in seconds:** The length of the video, in seconds.
- **Destination URL:** The complete URL that the user should be redirected to if they click on the video ad during playback.
  - ⚠ Remember to include [http://](#) (or [https://](#) if required) at the start of the destination URL.



EXAMPLES OF VIDEO ADS THAT USERS CAN TEST WITH TO BE DOCUMENTED HERE

## Third party impression tracking

To be documented

## Companion banner

To be documented

## Additional data

To be documented

## Delivering Inline Video Banners

Inline Video banners can be delivered via the following mechanisms:

- Link the banner to a website [zone](#), and then [craft the required URL to allow the Inline Video to be included in the Ad Schedule of the video player](#).