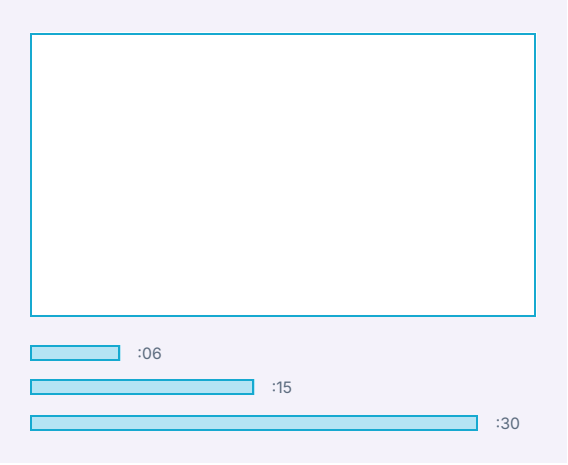
AI Picture-in-Picture Creative Requirements

Art and production specifications for creative delivery. Build to one of the three lengths below and export to the stated codec and bitrate.

SPECIFICATIONS



16:9, three lengths to scale

Lengths	:06, :15, :30
Aspect ratio	16:9
File format	MP4
Video codec	H.264
Audio	AAC stereo
Bitrate	15–20 Mbps
Max file size	200 MB
Landing page	Click URL required

CREATIVE GUIDANCE

Built for muted autoplay

The spot starts muted with click-to-unmute, so the message has to land with no sound at all.

Finish on a CTA card

An end card is recommended. It is the last frame and the only one that carries the response path.

Bitrate governs, not size

At 15–20 Mbps even a :30 lands near 75 MB, well under the 200 MB cap. Export to the window.

EXPORT TO THE BITRATE

Autoplay is **muted with click-to-unmute**, so the spot has to work silently and finish on a CTA end card. Export at **15–20 Mbps** — the 200 MB ceiling is not the limit that binds, and a file exported to fill it will be far too hot.

Questions on the build?

Email your artwork or ask for a template — we'll check the file before it goes live.

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