



VIDEO DISTRIBUTION GUIDE

Updated Winter 2023



THIS GUIDE PROVIDES YOU WITH RESOURCES, INSIGHTS, AND LINKS TO PUBLISH AND DISTRIBUTE YOUR VIDEOS ONLINE.

Production is only one step in the process of video marketing. It's critical each video you produce is distributed and shared appropriately for maximum awareness and return on your investment. You'll find details and explanations on how to upload videos to the following platforms:



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UPLOAD YOUR VIDEOS DIRECTLY TO EACH SOCIAL MEDIA PLATFORM

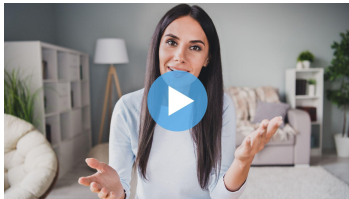
As you upload and promote your videos online, it may be tempting to post a video to one social media site and share links to that video across all of your other social channels. This may save you a few minutes, but it will hurt that video's potential engagement and views.

Each social media site favors content uploaded directly to that platform. Why is this important? When you upload videos to each site, your video is more prominently displayed and can take advantage of features such as autoplay. This can drastically increase the engagement and views of a video. We strongly encourage you to take the extra time to post videos directly to each platform.

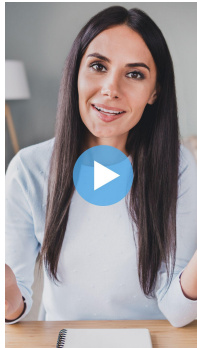
Key Takeaway: *To have as many people as possible viewing and interacting with your video, then upload it directly to each social media platform.*

UNDERSTANDING VIDEO ASPECT RATIOS

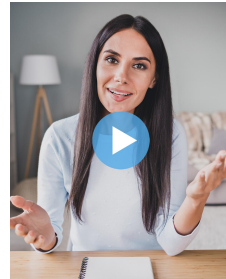
Throughout this guide, you will see videos referenced in different aspect ratios. The ratio of a video refers to the length compared to the width. To illustrate this, most modern TVs have a horizontal 16:9 ratio. 16:9 videos are wider than they are tall. Our smartphones have a ratio that's closer to a vertical 9:16 ratio, which is taller than it is wide. Below are examples of the most common video aspect ratios used by the various video and social platforms.



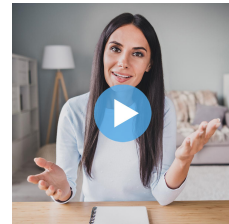
Horizontal (16:9)



Vertical (9:16)



Vertical (4:5)



Square (1:1)

WEBSITE





ADD VIDEO TO YOUR WEBSITE FIRST

Once your video is ready to distribute, the first step is uploading it to your website. This is your digital storefront and a perfect opportunity to speak directly to current and potential customers.

If you want all audiences to see your video, then promote it on your homepage. If the video is for specific individuals, it should live on a particular landing page within your site. For example, a hiring video would be on your careers page, while a brand video should live on your homepage.

VIDEO HOSTING OPTIONS

To display a video on your website, you'll need a video hosting platform. This is the website in which you'll upload your videos. You may have a video hosting platform built into your website's content management system (CMS); we recommend using Vimeo or YouTube. These video hosting sites have spent millions of dollars and years of research to ensure their video players work on as many devices as possible. Both Vimeo & YouTube provide website embedding tools that make it easy to add videos to your website.

- **Vimeo** - Where budget allows, we recommend utilizing a paid plan by Vimeo for hosting videos. Vimeo provides additional features and control when embedding videos on your website. To learn more about Vimeo, visit pages 43 - 46 of this guide.





- **YouTube** - If a paid plan is not feasible for your business at this time, YouTube is a free option for embedding videos on your website. The downside of using YouTube is that links to other YouTube videos may show up at the end of your video in the 'Related Videos' section. To learn more about YouTube, visit pages 27 - 31 of this guide.

PRO TIP: CREATE A VIDEO LANDING PAGE

A video landing page is standalone web page that uses video to persuade visitors to take a specific action. The primary purpose of a video landing page is to convert visitors into customers or generate more leads. The video can be the centerpiece of a landing page or it can work alongside copy and images to win over visitors.

- [Learn more about creating a video landing page](#)



EMAIL





EMAIL

Email marketing is an excellent tool for getting your videos in front of the audiences (email lists) you've already built. Video can also improve the effectiveness of your existing email marketing efforts. [Wistia](#), a video software company, found that using video in emails led to a 300% increase in email click-through rates compared to emails without video.

With the number of different email platforms available, there no standard method for embedding videos directly in your emails. Only a handful of email platforms support playing videos in the email. You'll need to use an image or animated GIF in your email to link a video on your website or specific video landing page. Make sure the image has a play icon on it to ensure your audience knows it's a video.

PRO TIP: USE A GIF IN YOUR EMAIL

A GIF (an animated image) is an excellent way to convey information quickly and easily without or embedding a full video. GIFs are widely supported on websites, email platforms, and social media sites. GIFs play and loop automatically, making them a great tool for promoting and linking to videos. Vimeo provides a quick and easy tool for creating GIFs for email marketing.

- [How to turn your videos into GIFs](#)



FACEBOOK



FACEBOOK

Facebook is the largest social media platform in the world. It's also a great place for posting and viewing video content. With video features such as autoplay, live video, playlists, Reels, and Stories, Facebook is an important distribution channel for many businesses.

CREATOR STUDIO

Creator Studio is a web tool and mobile app built by Facebook to post content to its platforms, Facebook, and Instagram. We encourage trying Creator Studio for uploading your videos to Facebook for three key reasons.

- You can easily post to both platforms using one tool.
- You can post photos, videos, Stories, and go live with the Creator Studio.
- Facebook is currently phasing out some of the features on business pages and encourages the use of Creator Studio instead.

Becoming familiar with Creator Studio now will save you time in the long run.

- [Learn more about accessing Creator Studio](#)
- [How to upload, compose, and post Facebook content with Creator Studio](#)



CUSTOM VIDEO THUMBNAIL

We recommend adding a custom video thumbnail to each video you upload to ensure a clean, compelling look for the post. The video thumbnail is the image viewers see when your video loads but hasn't yet played. We recommend uploading and using the thumbnail option UNANIMOUS provides. We include it in the email with your finished video files.

PRO TIP: ADD CLOSED CAPTIONS

We recommend adding closed captions (also called subtitles) to each video you upload to Facebook. This allows viewers to watch videos with the sound off and understand any dialogue or narration. Closed captions are especially important when videos auto-play with the sound muted. When UNANIMOUS produces videos, we provide you a file to upload and create instant closed captions. Facebook offers an 'Auto-Generate' tool for closed captions, but if you use this tool, make sure to review and change any words the software doesn't have correct before posting your video.

- [How to add captions to a video on Facebook](#)



FACEBOOK VIDEO - GUIDELINES & SPECS

- **File Type:** MP4 and MOV
- **Max File Size:** 10GB
- **Video Length:** 1 second to 240 minutes
- **Aspect Ratio:** Supports horizontal (16:9), vertical (9:16), and square (1:1) videos
- **Ability to Add Closed Captions:** Yes

FACEBOOK VIDEO AD - GUIDELINES & SPECS

- **File Type:** MP4, MOV, or GIF
- **Max File Size:** 4GB
- **Video Length:** 1 second to 241 minutes
- **Aspect Ratio:** Square (1:1) is recommended for desktop and mobile, vertical (4:5) is recommended for mobile only
- **Ability to Add Closed Captions:** Yes



FACEBOOK REELS

In 2021, Facebook added Reels to Facebook. Reels are fun and inspiring short videos. This tool is very similar to the Reels Facebook launched within their Instagram app in 2020. Facebook Reels include creative tools such as a large music library, augmented reality effects, speed adjustments, and multi-clip editing. Reels are created using the Facebook app on your mobile device. Reels are shared to the News Feed and to new audiences in a dedicated Reels section of the News Feed.

- [How to create a Reel in Facebook](#)

FACEBOOK REELS - GUIDELINES & SPECS

- **File Type:** MP4
- **Video Length:** 3 seconds to 90 seconds
- **Aspect Ratio:** Vertical (9:16) videos are recommended for full-screen viewing
- **Ability to Add Closed Captions:** Yes



FACEBOOK STORIES

Stories are a great way to connect with your audience and share content between your scheduled video posts, with photos and short videos. All content that you post as a Story only lasts for 24 hours. Stories are a great way for a business to share authentic, real-time content. Stories are displayed in a carousel above the News Feed on Facebook's Home tab.

- [How to share a photo video to your Page's story on Facebook](#)

FACEBOOK STORIES - GUIDELINES & SPECS

- **File Type:** MP4, MOV or GIF
- **Photo Length:** 5 seconds
- **Video Length:** 1 - 15 seconds (you can split longer videos and post them back-to-back)
- **Aspect Ratio:** Vertical (9:16) videos are recommended for full-screen viewing
- **Ability to Add Closed Captions:** Not available, it must be part of the video file



FACEBOOK LIVE

Facebook Live is a powerful tool that allows you to broadcast a conversation, performance, Q&A, live event, and more. Going live allows your community to join the conversation by asking questions, commenting, reacting, or simply following along in real time. You can go live from a mobile device or from a computer. You can go live on a Page, in a group, or during an event. You can also go live with one or more guests using Live With or Messenger Rooms.

- [Learn more about Facebook Live](#)

FACEBOOK LIVE - GUIDELINES & SPECS

- **Max Video Length:** Up to 8 hours
- **Aspect Ratio:** Horizontal (16:9) is recommended



INSTAGRAM





INSTAGRAM

Although Instagram started as a photo sharing app, its primary focus today is video. With this new focus, Instagram has reshaped its video formats and tools. Instagram currently has a total of four different video formats you can use to promote your business or organization: Instagram Video, Reels, Stories, and Instagram Live.

CREATOR STUDIO

Since Facebook owns and operates Instagram, you can also use Creator Studio to post videos to Instagram. This tool is helpful when you need to post content to both Facebook and Instagram. Users also now have the ability to post videos and photos from their computer using Instagram's website.

- [How to post to videos to Instagram using Creator Studio](#)





INSTAGRAM VIDEO

In 2021, Instagram combined IGTV and feed videos together into one format called Instagram Video. This new format includes features such as trimming tools, filters, and the ability to tag people and locations.

Instagram Videos can now be as long as 60 minutes. You can also view these videos full-screen simply by tapping anywhere on a video. Previously, this action muted the audio of a video. You can also create 60-second in-feed previews for longer-form videos.

The process for uploading an Instagram Video has been simplified and is the same process as you would use to post a photo.

- [How to share an Instagram Video](#)

PRO TIP: CUSTOMIZE YOUR VIDEO PREVIEW & COVER IMAGE

You now have the ability to customize both the video preview and cover image (what Instagram calls thumbnail images). Both of these adjustments can be found in the “Advanced Settings” screen when creating a video post in the Instagram app. At this time, Instagram does not allow you to change your video thumbnail after the video is posted, so make sure it’s formatted correctly before posting.





INSTAGRAM VIDEO - GUIDELINES & SPECS

- **File Type:** MP4, MOV, or GIF
- **Max File Size:** 650MB for videos 10 minutes or less & 3.6GB for videos up to 60 minutes
- **Max Video Length:** 60 minutes
- **Aspect Ratio:** Supports horizontal (16:9), square (1:1), and vertical (9:16) videos (4:5) also works
- **Ability to Add Closed Captions:** Yes





REELS

Instagram Reels is a video tool for creating fun and engaging video content. This feature is very similar to [TikTok](#) videos. Instagram Reels allows you to edit together 15 to 90-second video clips set to music.

When creating a Reel, you can either film your video on the spot or upload pre-recorded and edited videos from your phone's camera roll. Reels provide a number of editing tools that allow you to create engaging and fun video content. You can also select music tracks from a large library of popular music or upload your own original audio.

Reels are an important component of Instagram. This is evident by the dedicated Reels button at the bottom of the Instagram app's home page. Reels are also mixed in with other content in your feeds where they autoplay with the audio muted.

- [How to create an Instagram Reel](#)

PROTIP: ADD CLOSED CAPTIONS

You can now add closed captions to Reels using a caption sticker. This tool automatically turns what you say into text. This tool allows you to choose the text color, font, and make edits to the words.

- [How to add a caption sticker](#)





INSTAGRAM REELS - GUIDELINES & SPECS

- **File Type:** MP4 or MOV
- **Max File Size:** 4GB
- **Max Video Length:** 15 seconds to 60 seconds
- **Aspect Ratio:** Vertical (9:16) videos are recommended for full-screen viewing
- **Ability to Add Closed Captions:** Yes





STORIES

Instagram Stories is a feature allowing you to share videos and photos that disappear after 24 hours. This feature is similar to Snapchat Stories, launched back in 2013. Content that is shared via stories does not show up in your business's profile grid or in your Instagram feeds. Instead, Stories appear in a bar at the top of your feeds.

Since stories disappear after 24 hours, they provide a business with the opportunity to share authentic, real-time content. Stories, that include video, can be up to 15 seconds in length. You can record a maximum of 60 seconds at once. Instagram will break this content up into four separate Stories.

Most aspect ratios are accepted but if you want your Stories to fill the entire screen, without any borders, then film or upload your Stories in a vertical (9:16) orientation.

- [How to upload video to Instagram Stories](#)

PRO TIP: ADD CLOSED CAPTIONS

You can now add closed captions to Stories using a caption sticker. This tool automatically turns what you say into text. This tool allows you to choose the text color, font, and make edits to the words.

- [How to add a Captions sticker](#)





INSTAGRAM STORIES - GUIDELINES & SPECS

- **File Type:** MP4, MOV, or GIF
- **Max File Size:** 4GB
- **Max Video Length:** 15 seconds per story (you can post unlimited stories back-to-back)
- **Aspect Ratio:** Vertical (9:16) videos are recommended for full-screen viewing
- **Ability to Add Closed Captions:** Yes





INSTAGRAM LIVE

Instagram Live is a feature within Stories that allows you to broadcast live videos to your followers. It has become a great tool for reaching new followers, creating more awareness around a specific brand and obtaining new customers. The platform notifies users when you go live, bumping your story to the top of followers' feed.

LIVE ROOMS

In 2021, Instagram rolled out the ability for you to go live with up to three guests. This creates the opportunity for talk-show-style videos or to engage and answer viewers' questions and comments.

- [Learn more about creating a Live Room](#)

INSTAGRAM LIVE - GUIDELINES & SPECS

- **Max Video Length:** Up to 4 hour
- **Aspect Ratio:** Vertical (9:16) is recommended



YOUTUBE





YOUTUBE

YouTube is a great platform for publishing videos. It is still the largest video hosting platform in the world. Since Google owns YouTube, it serves as the second largest search engine on the internet. It also provides an easy and free way to embed videos on your business' website.

YOUTUBE STUDIO

We recommend using YouTube Studio to upload videos to YouTube. This tool will give you the most features and control during the video upload process.

- [Overview of YouTube Studio](#)

CUSTOM VIDEO THUMBNAIL

YouTube allows you to upload a custom video thumbnail. This is the image viewers will see anytime your video loads but hasn't begun playing. You can use the thumbnail option UNANIMOUS sent in the same email link you used to download your video file.

- [How to add a custom thumbnail to your video on YouTube](#)





PRO TIP: ADD CLOSED CAPTIONS

We recommend adding closed captions to each video you upload to YouTube. This will allow viewers to watch your video with the sound turned off and still understand any dialogue or narration. When UNANIMOUS produces videos, we provide you a file to upload and create instant closed captions.

- [How to add closed captions to your YouTube video](#)

YOUTUBE VIDEO - GUIDELINES & SPECS

- **File Type:** MP4 or MOV
- **Max File Size:** 128GB
- **Max Video Length:** 12 hours
- **Aspect Ratio:** Supports all aspect ratios including horizontal (16:9), vertical (9:16), and square (1:1) videos
- **Ability to Add Closed Captions:** Yes





YOUTUBE SHORTS

YouTube shorts is a video experience intended for creators, businesses, and organizations to connect with new audiences using just a Smartphone and the Shorts camera in the YouTube app. Shorts are vertical videos that are 60 seconds or less and are intended to be a easy, lightweight way to create video content. You can capture and edit videos right in a the YouTube app, or upload existing videos via the app or desktop. The app gives you the ability to edit multiple clips, add titles, change the video speed, and add music from their library.

- [Learn more about creating YouTube Shorts](#)

YOUTUBE SHORTS - GUIDELINES & SPECS

- **Max Video Length:** 60 seconds
- **Aspect Ratio:** Vertical (9:16) is recommended for full screen viewing, but square (1:1) video is also supported
- **Ability to Add Closed Captions:** Not currently available





YOUTUBE LIVE

YouTube Live is an easy way for Creators to reach their community in real time. Whether streaming an event, teaching a class, or hosting a workshop, YouTube has tools that will help manage live streams and interact with viewers in real time. You can live stream on YouTube via webcam, mobile, or an encoder streaming.

- [Learn more about YouTube Live](#)

YOUTUBE LIVE - GUIDELINES & SPECS

- **Subscriber Requirement:** You need at least 1000 channel subscribers to stream live to mobile
- **Max Video Length:** Up to 12 hours
- **Aspect Ratio:** Horizontal (16:9) is recommended



LINKEDIN



LINKEDIN

Like the other social media channels, LinkedIn now features its own video platform. Videos uploaded directly to this platform will get more visibility, engagement, and benefit from the useful autoplay feature.

- [How to share videos on LinkedIn](#)

CUSTOM VIDEO THUMBNAIL

LinkedIn allows you to upload a custom video thumbnail. This is the image viewers will see anytime your video loads but hasn't yet begun playing. You can use the thumbnail option UNANIMOUS sent in the same email link you used to download your video file.

PRO TIP: ADD A VIDEO TITLE & DESCRIPTION

Within your video post, we recommend adding the title of your video and a short and concise description of your video as text. At this time, LinkedIn does not give you as many input fields for a video as other social media platforms. Be sure to use separate lines of text for the title and description. Like all social media posts, you want to make it easy to read when skimming and reviewing information.



PRO TIP: ADD CLOSED CAPTIONS

We recommend adding closed captions to each video you upload to LinkedIn. This allows viewers watching the video with the sound off to read and understand any dialogue or narration. If UNANIMOUS produced your video, we provided you with a closed captions file for you to upload. You'll only be able to add subtitles using a computer to access LinkedIn.

- [How to add closed captions to a LinkedIn video](#)

LINKEDIN LIVE

LinkedIn Live allows users to stream live video content to drive engagement with professional audiences. However, this feature is not available for all users. There is a [set criteria](#) users must meet to be granted live video capabilities on LinkedIn.

- [Learn more about LinkedIn Live](#)



LINKEDIN VIDEO - GUIDELINES & SPECS

- **File Type:** MP4, ASF, AVI, FLV, MPEG-1, MPEG-4, MKV, VP8, VP9, WMV2, and WMV3
- **Max File Size:** 5GB
- **Video Length:** 3 seconds to 10 minutes from the LinkedIn mobile app, 15 minutes from a desktop
- **Aspect Ratio:** Supports horizontal (16:9), vertical (9:16) , and square (1:1) videos
- **Ability to Add Closed Captions:** Yes

LINKEDIN VIDEO ADS - GUIDELINES & SPECS

- **File Type:** MP4
- **Max File Size:** 200MB
- **Video Length:** 3 seconds to 30 minutes
- **Aspect Ratio:** Supports horizontal (16:9), vertical (9:16) , and square (1:1) videos
- **Ability to Add Closed Captions:** Yes







X

X (*formally known as Twitter*) has numerous methods for sharing and watching videos on its platform. In this guide, we'll focus on the methods for uploading pre-recorded videos for distribution and briefly review live videos.

SHARING VIDEO ON X

Video is a great way to post more content than the character limit in a single post. It does, however, have a video time limit of 2 minutes and 20 seconds (unless it's a live video). X does provide you with the ability to trim a longer video down to the 2 minute and 20 second limit when uploading and adding to a post.

- [How to share video on X](#)

PRO TIP: USE X MEDIA STUDIO

The X Media Studio is an online platform to manage, optimize, and monetize your X video content. It allows you to change video thumbnails, titles, links, and call-to-actions.

- [Learn more about X Media Studio](#)





GO LIVE ON X

X allows you to share your stories as they unfold with live video. Whether you're broadcasting live from the studio, the sidelines, the red carpet, the scene of a breaking news event, or because you want to simply connect with your followers, X offers easy-to-use tools to share what's happening. You can go live from the X app, using Media Studio Producer, or by using a third party live video service.

- [Learn more about live video on X](#)

X VIDEO - GUIDELINES & SPECS

- **File Type:** MP4 or MOV
- **Max File Size:** 512MB
- **Video Length:** 1 second to 140 seconds
- **Looping Video:** All videos that are 60 seconds or shorter will automatically loop
- **Aspect Ratio:** Square (1:1), horizontal (16:9) and vertical 9:16 are all supported
- **Ability to Add Closed Captions:** Yes



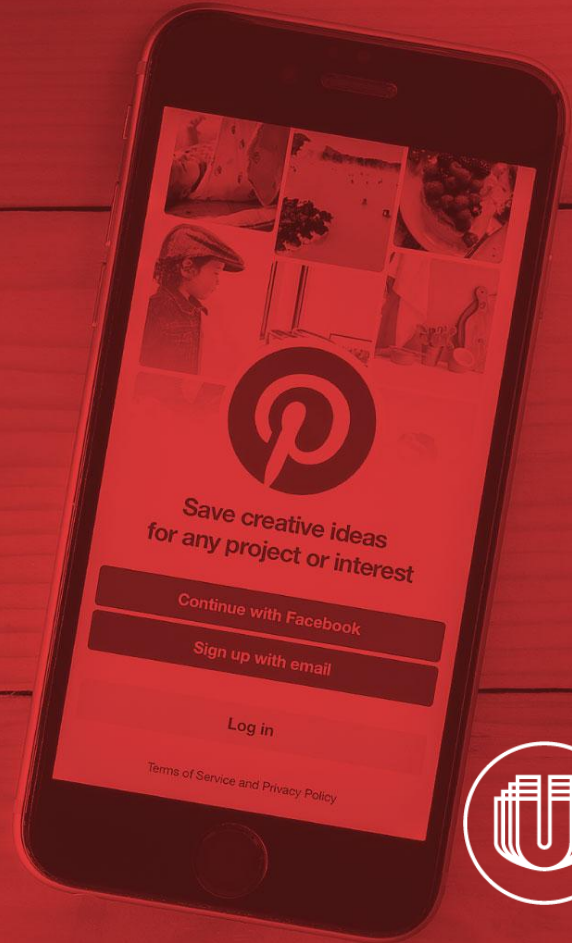


X VIDEO ADS - GUIDELINES & SPECS

- **File Type:** MP4 or MOV
- **Max File Size:** 1GB (recommended file size is 30MB or less)
- **Max Video Length:** up to 2 minutes and 20 seconds (15 seconds or less is recommended)
- **Aspect Ratio:** Square (1:1) video is recommended
- **Ability to Add Closed Captions:** Yes (closed captioning or text overlays are mandatory)



PINTEREST





PINTEREST

Video Pins are great marketing tool for brands, businesses, and creators on Pinterest. Videos uploaded directly to this platform get more visibility, engagement, and benefit from the useful autoplay feature.

You can upload from a desktop computer or a smartphone using the Pinterest app. Video Pins are displayed in a scrollable banner at the top of the Pinterest mobile app search results. This is a huge opportunity for brands looking to increase exposure on this platform.

- [How to create video pins](#)

PRO TIP: EMBRACE VERTICAL OR SQUARE VIDEO PINS

With over 80% of pinners scrolling on mobile, it's best to upload a vertical (9:16) or square (1:1) video for maximum visibility.





PINTEREST VIDEO - GUIDELINES & SPECS

- **File Type:** MP4 or MOV
- **Max File Size:** 2GB
- **Video Length:** 4 to 15 seconds is recommended, but your video can go up to 15 minutes
- **Aspect Ratio:** Vertical (9:16) or square (1:1) videos are recommended, but you can upload horizontal (16:9) videos
- **Ability to Add Closed Captions:** No (you can add alternative text to a video pin with a Pinterest business account)



VIMEO





VIMEO

Vimeo is not as popular or well known as YouTube, but it has some advantages and additional tools that YouTube does not. Many businesses use Vimeo as their preferred hosting platform for videos embedded on their website.

The video-sharing aspect of Vimeo is a much smaller audience as it caters more to creative and artistic content creators. Most businesses won't get much organic video reach on Vimeo, which is okay because it's still a great video hosting option. Vimeo also differs from YouTube by having paid membership plans.

- [How to upload a video to Vimeo](#)

CUSTOM VIDEO THUMBNAIL

We recommend adding a custom video thumbnail to each video you upload to Vimeo. If you are using Vimeo to embed videos on your website, we recommend using the custom thumbnail provided by UNANIMOUS.

- [How to change the thumbnail of your video on Vimeo](#)





PRO TIP: EMBEDDING VIMEO VIDEOS

Vimeo allows you to embed videos on web pages such as your website. This allows viewers to watch your video on your website without visiting Vimeo's website or app.

- [How to embed a Vimeo video on your website](#)

When embedding videos on your website Vimeo gives you control of the video player. You are able to choose which controls, actions, and details display in the video player. Once you have a layout you like, you can save it as a pre-set so all of your videos have the same video controls and layout.

- [How to customize the embedded video player](#)

PRO TIP: TURN YOUR VIDEO INTO A GIF

A GIF (an animated image) is an excellent way to convey information quickly and easily without having to link or embed a full video. GIFs play and loop automatically, making them a great tool for promoting and linking to videos. Vimeo has made it super easy to create and use a GIF from any portion of a video you have uploaded to their platform.

- [How to make a GIF with Vimeo](#)





VIMEO VIDEO - GUIDELINES & SPECS

- **File Type:** MP4, MOV, WMV, AVI, and FLV
- **Max File Size:** 250 GB
- **Video Length:** 24 hours
- **Aspect Ratio:** Supports most all aspect ratios including horizontal (16:9), vertical (9:16), vertical (4:5), and square (1:1) videos
- **Ability to Add Closed Captions:** Yes



TIKTOK





TIKTOK

TikTok has exploded in popularity since its launch in 2018. The social media app has popularized the short-form video format that is now a feature in just about every social media platform (Facebook Reels, Instagram Reels, YouTube Shorts). It is now a social media platform businesses should consider to reach new customers and grow your audience. TikTok now has business accounts where businesses can create videos, post existing videos, and run paid ad campaigns.

- [Learn more about setting up a TikTok Business Account](#)

PRO TIP: CHECK OUT THE MUSIC OPTIONS

TikTok has a Commercial Music Library of over 150,000 songs from around the world. All songs in this library are pre-cleared for commercial use on TikTok. This means you have the opportunity of using popular songs that might be too expensive or time consuming to license on other platforms.

PRO TIP: TURN ON AUTOMATIC CAPTIONS

In 2021, TikTok added an automatic captions feature which makes videos more accessible. With this feature, creators have the power to edit the text of their captions once they are generated.

- [Learn more about automatic captions](#)





TIKTOK VIDEO - GUIDELINES & SPECS

- **File Type:** MP4 or MOV
- **Max File Size:** 500MB
- **Video Length:** 5 seconds to 10 minutes
- **Aspect Ratio:** Vertical (9:16) videos are recommended for full-screen viewing
- **Ability to Add Closed Captions:** Yes

TIKTOK VIDEO ADS - GUIDELINES & SPECS

- **File Type:** MP4, MOV, MPEG, 3GP or AVI
- **Max File Size:** 500MB
- **Video Length:** 5 to 60 seconds (short videos 9-15 seconds are recommended)
- **Aspect Ratio:** Vertical (9:16) videos are recommended for full-screen viewing, but horizontal (16:9) and square (1:1) videos are also supported
- **Ability to Add Closed Captions:** Yes





HULU



HULU

Until recently, if businesses wanted to run a TV commercial, they usually needed an ad budget in the \$10,000 - \$20,000 range. Now, with the launch of Hulu's Ad Manager, businesses can advertise on TVs, laptops, and mobile phones for as little as \$500. The self-service platform is ideal for small to medium businesses as it allows their ads to reach thousands of potential customers at a budget similar to social media spending.

Hulu offers viewers two plans to users: an ad-supported plan at a cost of \$7.99 a month and a non-ad-supported plan at a cost of \$17.99 a month. According to Hulu, approximately 70% of its users utilize the ad-supported plan. With an estimated user base of almost 100 million, businesses can now market and advertise to this large audience pool.

HULU ADS MANAGER

With HULU Ads Manager, businesses have to complete a form to get started. Once an account is set up and approved, it's a simple process to begin streaming ads. Ads can easily target audiences by gender, age, location, interests, and show genre.

- [Learn more about how Hulu Ads Manager works](#)



PRO TIP: CHOOSE THE RIGHT AD LENGTH

Hulu currently supports video ads that are either 15 or 30 seconds in length. It is limited to one ad per campaign. They do not accept ads stitched together, so you'll need to either choose a 15 or 30-second ad.

- [View the complete list of Hulu's ads specs](#)

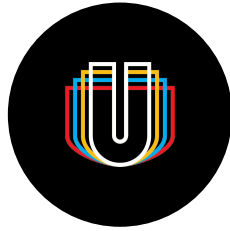
HULU VIDEO AD - GUIDELINES & SPECS

- **File Type:** QuickTime, MOV, MP4 or MPEG-4
- **Max File Size:** Max 10 GB
- **Video Length:** 15 or 30 seconds
- **Aspect Ratio:** Horizontal (16:9)
- **Resolution:** 1920x1080 preferred, 1280x720 accepted
- **Frame Rate:** 23.98, 24, 25, 29.97, 30 fps



ABOUT UNANIMOUS





UNANIMOUS

In Latin, Unanimous Means One Mind

UNANIMOUS is an agency providing client-focused solutions in the areas of branding, marketing, and web development. Providing marketing solutions and building brands for over four decades, UNANIMOUS possesses a solid foundation and an unquestionable commitment to client service.

GREAT PEOPLE COME TOGETHER HERE!

WE ARE RESPONSIVE, COLLABORATIVE, & STRIVE TO BECOME AN EXTENSION OF YOUR TEAM

We welcome collaboration and love getting to know our clients as we implement a proven process that generates positive results. With more than 150 combined years of experience, our professional team of experts will deliver outstanding results regardless of project size or scope.



TRENT WILCOX
PRESIDENT



SCOTT CLAYPOOL
VICE PRESIDENT, CREATIVE



JAMIE RIHA
MARKETING DIRECTOR



BILL GRIPENSTROH
LEAD VIDEO DIRECTOR



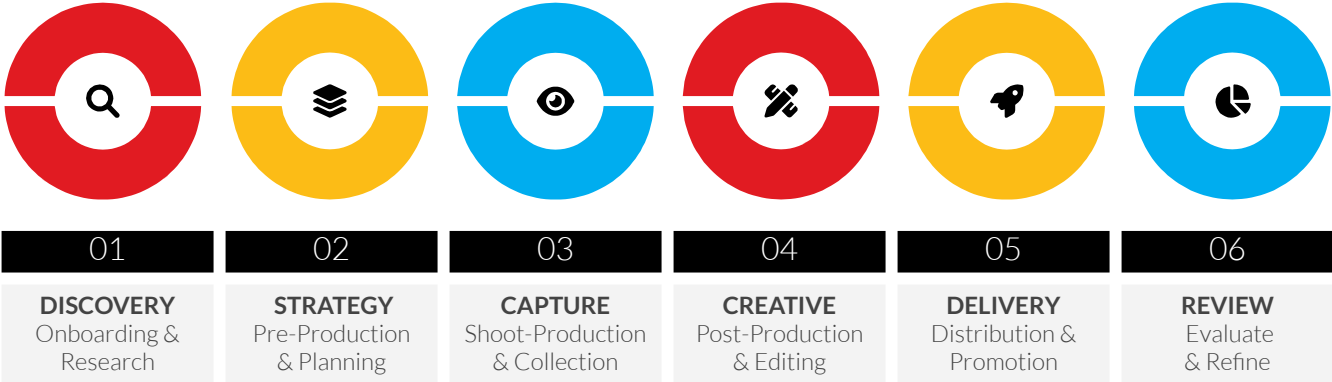
MAKAYLA HOGENSON
VIDEO PRODUCTION SPECIALIST



TINA JOYCE
SENIOR MARKETING CONSULTANT

OUR PROCESS

At UNANIMOUS, we take a very strategic approach to video production. From the start, we ask critical questions to identify the goals and strategic messaging of every video we produce. Taking the time to be thorough in the planning process allows our creativity to shine in the filming and editing phases. This process results in high-quality videos that meet our client's specific goals and deliver a return-on-investment.





UNANIMOUS

READY TO TALK VIDEO?

We love video. Feel free to connect with us about your business and the video project you have in mind. We'll be happy to answer your questions and explain how we can be a great video production partner.

Video@BeUNANIMOUS.com