



YouTube Masthead

Giant format reaches 12 million per day

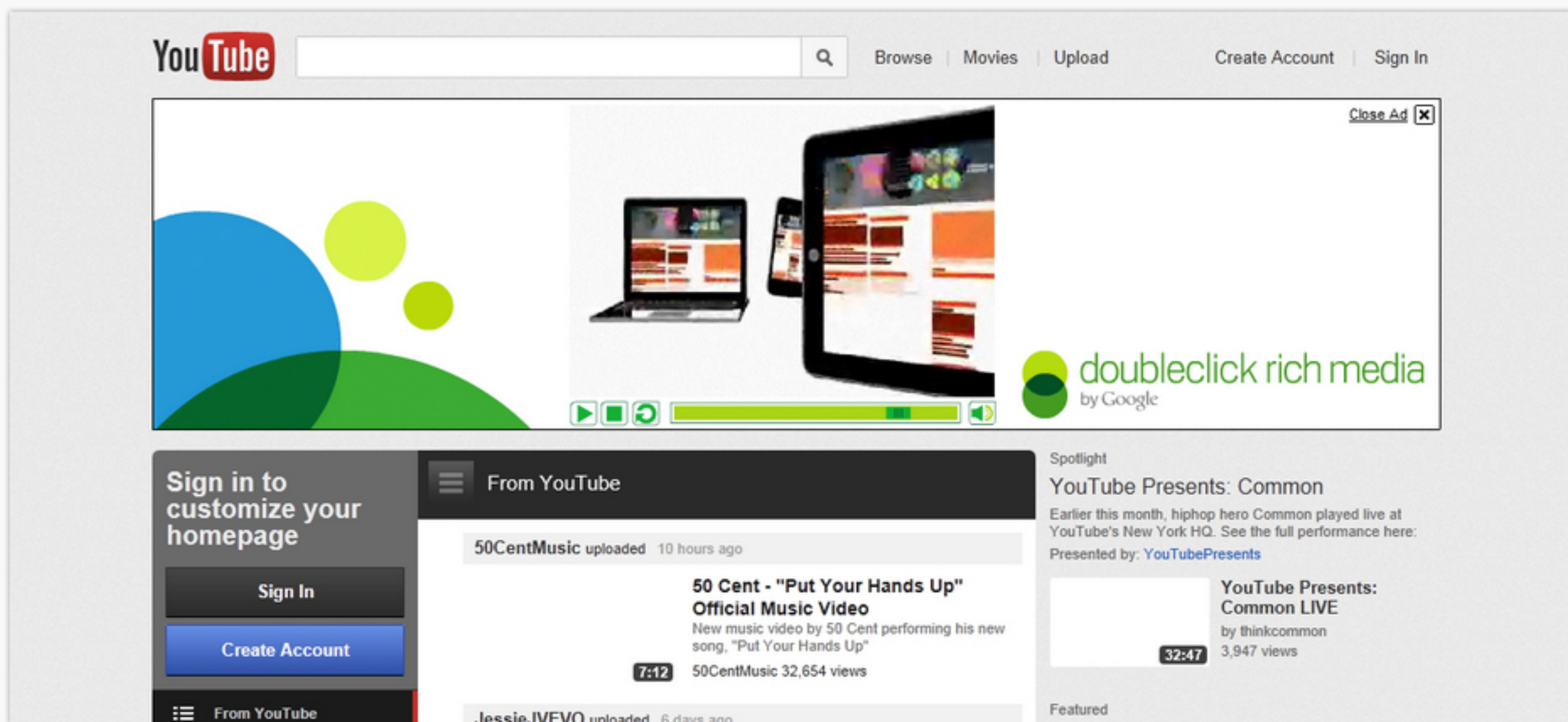


A large canvas allows maximum creative engagement with YouTube's massive audience

What is it?

This is among the biggest and boldest of formats, running on a site where people expect to see video with the volume turned up. You can take bolder risks here. The audience is listening. This ad is 970x250 in size, and sits at the top of prime web real estate: The YouTube home page. The size can be further extended with DoubleClick's Expanding and Tandem format types. The YouTube masthead has proven to be a very effective format for our advertisers.

You can get started right away. We have custom components to enable creative people to quickly implement all of the technical aspects of the format, along with a step-by-step build guide and sample project.



Features

- 12 million people visit the YouTube home page every day, and the audience continues to grow.
- You can play up to 10 Megabytes of user initiated video.
- Tracking for the DoubleClick Video component is built-in.

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