



Request for Bids

Trinidad Rancheria Social Services Department is requesting bids for a Digital Content Creator to develop, design, and produce marketing/awareness videos and banners. The four main marketing/awareness topics in which content is needed are Substance Use Disorder Awareness, Domestic Violence Awareness, Child Sexual Abuse Awareness, and Suicide Prevention.

Scope of work:

For each topic stated above the following deliverables are required:

- 1) 15 second video in MP4 format with 1080P file quality
- 2) 30 second video in MP4 format with 1080P file quality
- 3) Companion banner as a JPG, FIF or PNG in 300x250 format or 300x60

The content creator is responsible for completing all deliverables while adhering to all the parameters listed in the attached spec sheet.

The content creator will need to work with the Trinidad Rancheria Social Services Department to develop, design and produce content that promotes awareness around Substance Use, Domestic Violence, Child Sexual Abuse and Suicide Prevention. The creator should be familiar and have an understanding on how these topics present themselves and in the local Humboldt Native community and a basic understanding of how to create awareness and education around said topics.

The Department will pay 30% upfront and 70% on completion. Please submit all bids by March 29th 2023.

Please submit all bids to vscoord@trinidadrancheria.com by 5pm on March 29th 2023. Your bid should indicate what qualification you have, pricing information, estimated project timeline/availability, and examples of previous work. If you have any questions feel to reach out via vscoord@trinidadrancheria.com or at 707-825-2706.



STRATEGUS

SPOT & CREATIVE SPECS

We accept creative delivery through your preferred large file transfer system (WeTransfer, Dropbox Links, Hightail, Sharefile, etc.)



CONNECTED TV CREATIVE SPECIFICATIONS

There are a few specific requirements for uploading CTV creatives:

LENGTH:

15 and 30 seconds - must be exact

FILE FORMAT:

MP4 format; MOV, FLV and WEBM file formats are not supported

FILE QUALITY:

1080p (1920x1080)

BITRATE:

18,000 kbps to 30,000 kbps

FILE SIZE:

15-50 mb, preferably compressed at 1.5 mbps

FILE TAGS:

VAST; VPAID and MRAID tags are not supported

FIRST-PARTY HOSTED VIDEO SPECIFICATIONS

Strategus supports first-party video creatives that meet these specifications:

File Types	MP4, FLV, WEBM, MOV, MPG, MPEG		
File Size (Recommended Max)	200 MB		
Ad Formats	Aspect Ratio	Recommended Size	Minimum Size
	16:9 (Recommended)	1920x1080	640x360
	4:3	640x480	480x360
Bitrate (Recommended)	>= 2500 kbps Lower quality than 2500 kbps supported, but not advised due to limited demand.		
Companion Banners	File Types	Ad Formats	
	JPG, GIF, PNG	300x250, 300x60	

After you upload a video creative, Strategus automatically creates VAST 2.0 bid responses containing your video asset encoded as MP4, WEBM, and FLV media types in various ad formats and bitrates for serving across the greatest scale of video placements (desktop, mobile web, and in-app). Strategus does not upscale, up-sample, or stretch video assets that are uploaded, so we recommend always uploading the highest-quality video for serving across the greatest number of video placements.

If you'd like to enable viewability reporting via Moat, Strategus automatically includes a VPAID 1.0 Flash-based media asset with the VAST response for collecting video viewability and video player size data when serving impressions on Desktop video placements.

THIRD-PARTY HOSTED VIDEO SPECIFICATIONS

Strategus supports these VAST specifications:

Video Creative Type	Supported
VAST 2.0	Yes
VAST 2.0 with VPAID 1.0 Flash	Yes
VAST 2.0 with VPAID 2.0 JS	Yes
VAST 3.0	No

Strategus supports the following media types:

MP4, FLV, MPG, WEBM, OGG, HLS, 3GP, VPAID 1.0, VPAID 2.0 Flash, VPAID 2.0 JS

Strategus requires at least one of the above **bolded** media types in third-party VAST.

When uploading third-party VAST, we recommend including MP4, WEBM, and FLV media assets, in addition to any needed VPAID asset. This provides access to the greatest video inventory scale, as publishers and video players in different environments (desktop, mobile web, and in-app) require specific video media types to render the video ad.

If your third-party VAST only contains a VPAID 1.0 media asset, note that scale will be limited to bid requests that support VPAID 1.0. Currently, mobile web and in-app environments do not support VPAID 1.0 flash assets, so reach would be limited to desktop video inventory.

This table summarizes supported media types across various inventory types:

Inventory Type	MP4 Media Asset	VPAID 1.0	VPAID 2.0 Flash	VPAID 2.0 JS
Desktop Video	*	*	*	*
Mobile Web Video	*			*
In-App Video	*			limited inventory

* VPAID support varies by publisher (site) and sell-side platform (SSP). Not all video bid requests support VPAID assets.

Strategus supports the ability to track Moat video viewability on third party video creatives. This means that you can either view Viewability Reporting directly within Strategus's user interface and reports without needing to include a VPAID 1.0 asset in your third-party VAST or have your VAST wrapped by a third-party viewability vendor like Moat. To learn more about enabling this feature, see [Moat Tracking on Third-Party Video](#).

GENERAL DISPLAY AD SPECIFICATIONS

The following specifications apply to all display ads in Strategus platform:

- Creative images must be clear, recognizable, and relevant; text appearing in the ad must be legible
- Creatives must occupy the entire space of the image size you've chosen
- Creatives cannot appear sideways or upside down
- Creatives cannot be segmented, contain multiple copies of themselves within the ad, or otherwise appear to be more than one ad
- Creatives with partially black or white backgrounds must include a visible border of a contrasting color to the majority background color of the ad.
- Creative file size must be 150K or smaller – this applies to both first- and third-party ads.
- Creatives must open a new page on click; cannot open in the same page.
- Animated ads are restricted to a maximum of 15 seconds of looping, after which point they must remain static
- Flash creatives must use the clickTAG function on the top-most layer and must have the stop(); function on the last frame of the animation. A first-party optional back-up static image is supported.
- In-banner video creatives should be in flash format with a 50kb max file load and a 2MB load for the secondary file
- There is no length limit for click to start video ads, but the video should immediately go to the landing page upon completion
- For auto-start video ads, there is a 15-second limit. Audio should not be heard unless initiated by a mouseover; video should be backstopped by a static 300x250 which should click through to a landing page
- All in-banner video ads must include the play, pause, mute and unmute controls

SUPPORTED DISPLAY AD TYPES

- GIF, JPEG, and PNG image files
- Third-party ad tags from approved ad servers (HTML or JavaScript)
- HTML5 - through third-party ad servers. Consult your Strategus Client Success Manager for details.

SUPPORTED DISPLAY AD SIZES

The following tables list the display ad sizes supported by Strategus. Available inventory varies widely by ad exchange and region, so all supported formats may not be available in all cases.

Contact your Strategus Client Success Manager if you have questions about ad sizes available in your region

DISPLAY

160x600	Wide Skyscraper
300x250	Medium Rectangle
728x90	Leaderboard
300x600	Half Page Ad

MOBILE

300x50	Mobile Leaderboard
320x50	Mobile Leaderboard
336x280	Large Rectangle
1024x768	Tablet Interstitial Landscape
768x1024	Tablet Interstitial Portrait

MOBILE CREATIVE SPECIFICATIONS

The following mobile creative types are supported for hosted and third-party ad tags:

Types	Sizes	File Types	File Types
Smartphone Static Banners	300x50, 300x250, 336x280	JPEG, PNG, GIF	40K - 1MB, depending on supply vendor
Tablet Static Banners	300x250, 728x90, 160x600, 468x60, 336x280		150K - 1MB, depending on supply vendor
Tablet Interstitials on MoPub	768x1024, 1024x768		1MB

STREAMING AUDIO SPECIFICATIONS

FILE FORMAT:

- MP3
- M4A
- WAV

BITRATE:

- 160 kbps

SPOT LENGTH:

- :15
- :30
- :60 seconds

COMPANION BANNER SPECIFICATIONS

Companion banners are display ads that run at the same time as streaming audio ads, and they're displayed while listeners hear the audio ad playing on a device that has a screen, for example a mobile device or desktop

FILES:

- JPEG
- JPG
- PNG

AD FORMATS (listed in order of popularity/acceptance):

- 300x250
- 728x90
- 320x50
- 160x600
- 300x600
- 300x50
- 320x480
- 468x60
- 970x250