

## Lesson no. 9 – Video Advertising

### Video Ads

While YouTube ads are the most popular and well known of video ads, there are actually several different formats, types and content options.

You can go the route of educational/informative. Or maybe you want to post a how-to. Try to pull on the emotional strings of your viewers by creating a visual story. Ideal for branding, especially if you have a product or service that is best demonstrated visually.

Whatever you choose, Video Ads are gaining in popularity because they avoid blatant advertising while also attracting the limited attention span of many YouTubers.

Once you've created your video, you can post to:

- YouTube/Google
- Facebook
- Twitter
- Vimeo
- Brightroll
- YuMe
- Hulu
- Live Rail
- Adap.tv
- Specific Media
- Tube Mogul
- Tremor Video

- AOL
- Auditude

YouTube also have the fun little Pre-Roll ads (those short... sometimes long... ads that appear before the video you actually want to watch starts).

