

NEW: In Content Video

Promote expert interviews, product demos, facility tours

- Outstream video format is inserted between and within editorial content
- It auto plays once (with the sound muted) and pauses when out of view with the option to replay and turn on the sound
- End card image or closing call to action “learn more”

USDA invests up to \$1 billion to combat avian influenza

Five-pronged strategy hoped to offer relief to U.S. farmers and consumers.

Press release
February 26, 2025



U.S. Secretary of Agriculture Brooke Rollins toured a Cal-Maine Foods egg-laying facility in Bogata, Texas. Not long after that tour, Rollins introduced a strategy to battle avian influenza. Source: Courtesy USDA.

U.S. Secretary of Agriculture Brooke Rollins announced a \$1 billion-dollar comprehensive strategy to curb highly pathogenic [avian influenza](#) (HPAI), protect the U.S. poultry industry, and lower egg prices.

This is in addition to funding already being provided to indemnify growers for depopulated flocks.

**New In Content
Video Demo**



In Content Video – Ad Specifications

Assembled Ad Unit is Responsive – The display width is determined by the content width and can be anywhere from 300 to 570 pixels wide

- Recommended Length: 15–30 seconds to keep quality in tact
- End Card Image *optional*: .jpg, .png – Dimensions: 1920x1080. (If not provided a learn more call to action will appear after the video.)
- Link: Click through URL
- File Types: .mp4 or .mov
- Resolution: 1080p
- Codec: H.264 MP4 and VP8 WebM, MOVIE, or AVI
- Frame Rate: 30 fps or 29.97 fps
- Audio Bitrate: 128 kbps minimum
- Audio Codec: AAC/MP3/MP4
- File Weight: Highest resolution possible; vendor optimizes below spec weight.