



WHAT ARE YOUTUBE TRUEVIEW ADS





A VIEW BY AN INTERESTED PERSON



AVAILABLE AS A DISCOVERY (SEARCH OR ON A VIDEO PAGE) OR INSTREAM (BEFORE/DURING VIDEO)



FOR INSTREAM: IF THEY SKIP VIDEO YOU DON'T GET CHARGED



YOU GET CHARGED ONLY IF THEY WATCH 30 SECONDS OR MORE - IF THEY REALLY ENGAGE



DISCOVERY ADS CHARGED PER CLICK (IN EITHER CASE YOU ARE CHARGED IF THEY CHOOSE YOU)



DURATION 15 SECONDS TO 3 MINUTES