

YOUTUBE AD TYPES OVERVIEW



ASPECT	DEDICATED VIDEOS	MENTIONS	PRODUCT PLACEMENTS	SPONSORED SEGMENT	SKIPPABLE ADS	NON-SKIPPABLE ADS
FOCUS	Entire video	Brief part of video	Naturally within the video	Across a series of videos	Brief, before/during main content	Brief, before/during main content
DEPTH	Detailed and in-depth	Short and simple	Visual and subtle	Consistent, recurring exposure	Variable (12 sec to several mins)	Fixed (15-20 sec, up to 30 sec)
COST	High	Lower	Variable	Higher (due to long-term commitment)	Cost-Per-View (CPV) model	Cost-Per-Impression (CPM) model
VIEWER ENGAGEMENT	High (if interested)	Moderate	Variable	High (if series is popular)	Higher for those who don't skip	Guaranteed full exposure
BRAND INTEGRATION	Fully integrated	Briefly mentioned	Subtly integrated	Integrated across multiple videos	Brief ad segment	Complete ad segment
RISK	Viewer drop-off	Less detailed information	Subtle impact	Viewer fatigue	High skip rate	Viewer frustration