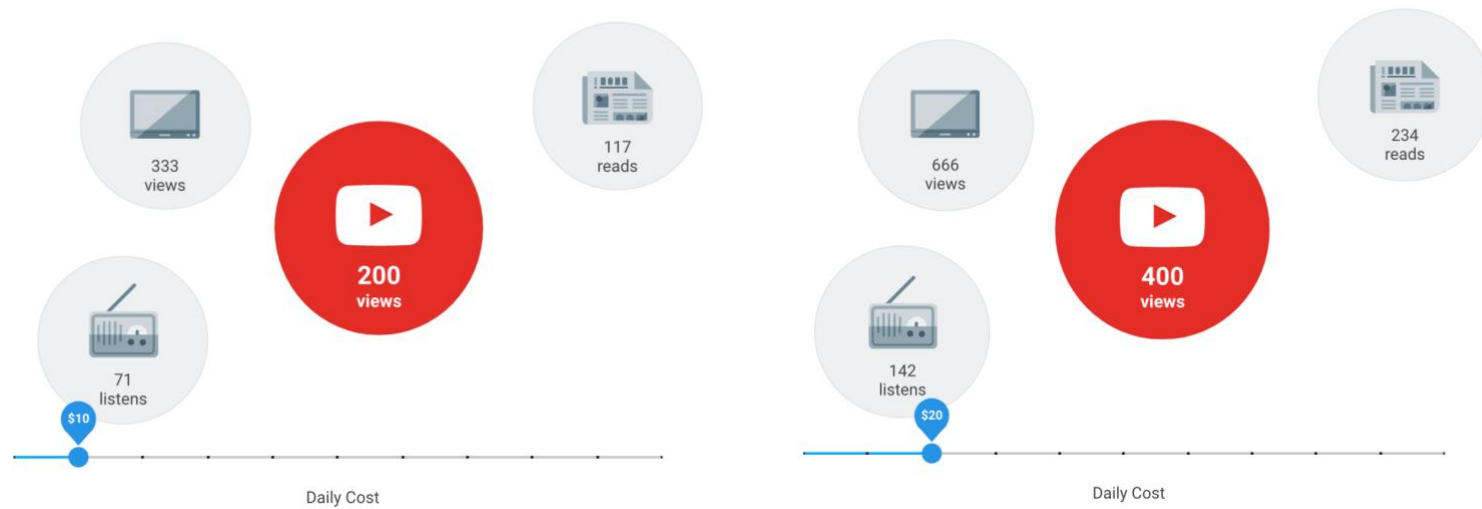


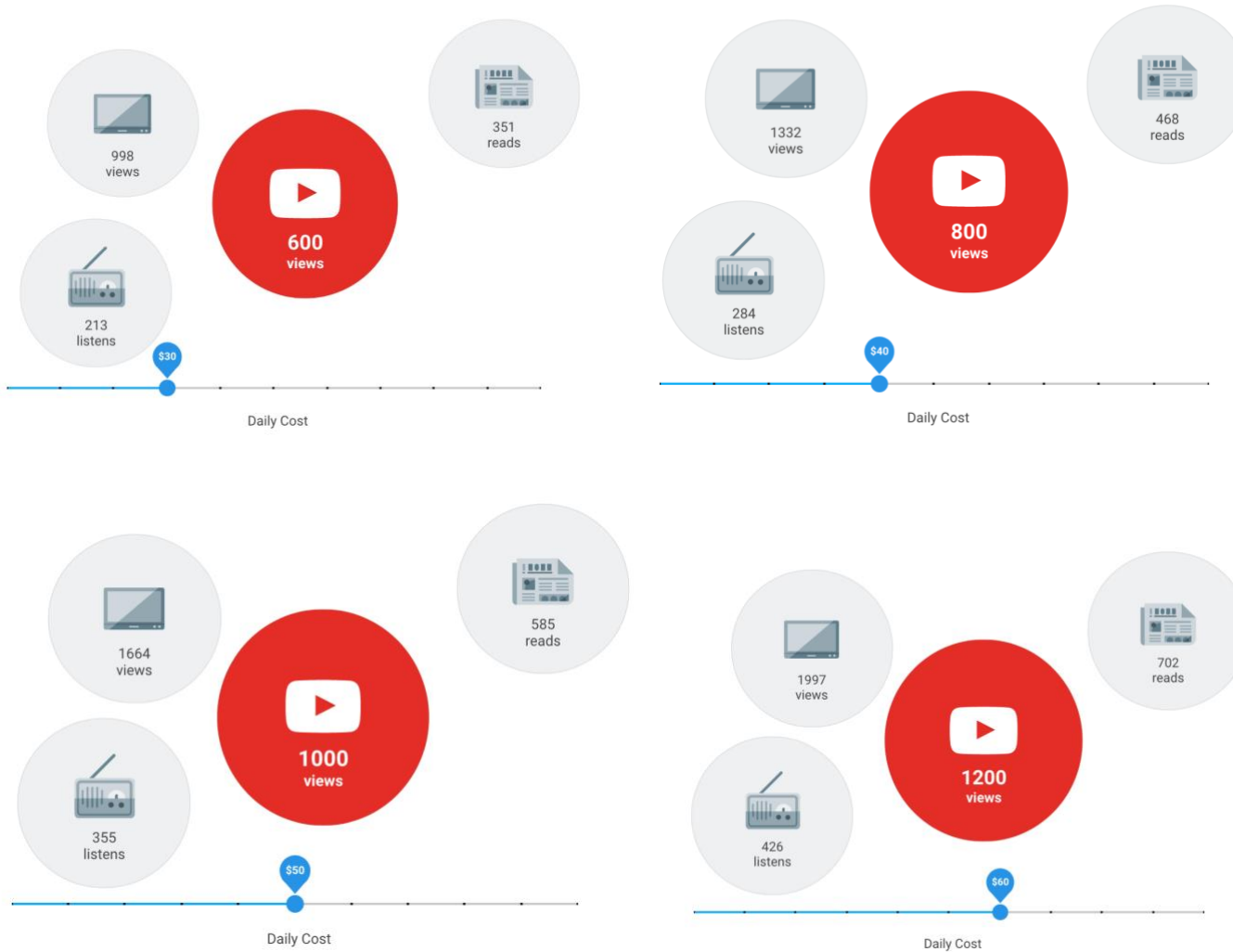
# What does YouTube video advertising cost?

You have complete control over your daily budget, so you can spend what you're comfortable with. Plus, you only pay when someone engages with your video ad. If they skip it before 30 seconds (or the end) you don't pay a cent.

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