
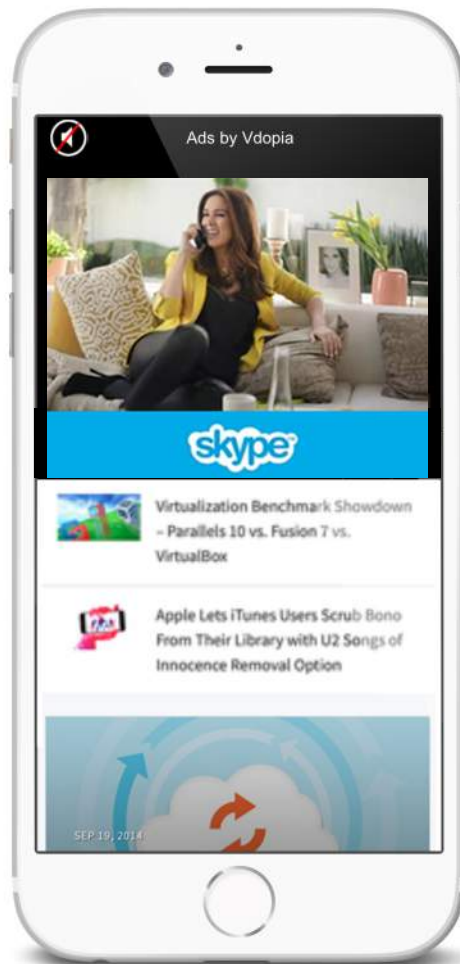


# InView Ad Spec

 Auto-plays on mute

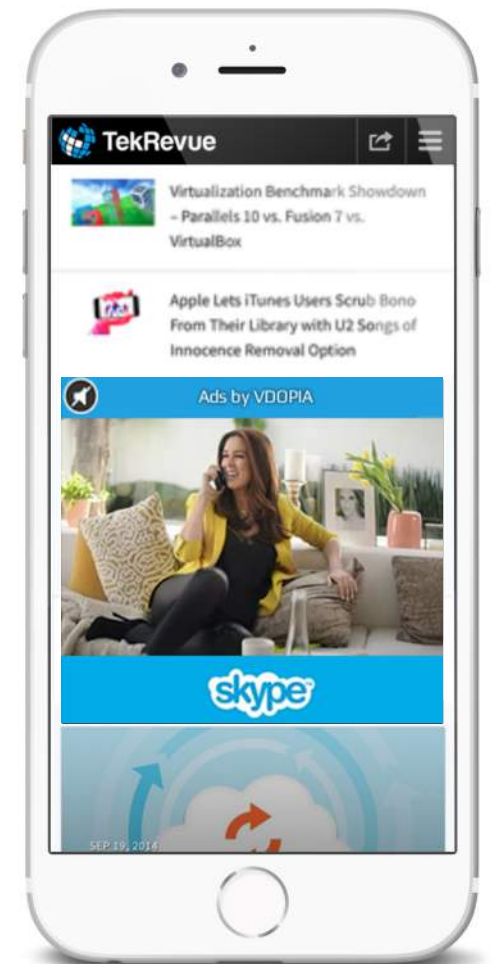
 Tap on video or optional banner will lead to landing page URL

 Powered by InView Technology



InView.VDO Push Down

Total Unit Size	300x250 px
Video Length	30 Sec max
Video Format	Preferred file formats: .mov, .mp4, .flv De-interlaced, codec with highest possible quality settings.
Aspect Ratio	16:9
File Size	Any size is acceptable, video will be re-encoded for mobile.
Companion Banner	320x50 or 300x50 px
Default Sound	Default off, on in some Android implementations
Unmute Option	Yes
Close Button	Yes for push-down experience No for in-line
Learn More URL	Landing Page URL
Trackers Supported	3rd party 1x1 Impression trackers Click Tracker (Redirects)
Environment	Mobile Web



InView.VDO In-Line