

InView Ad Spec



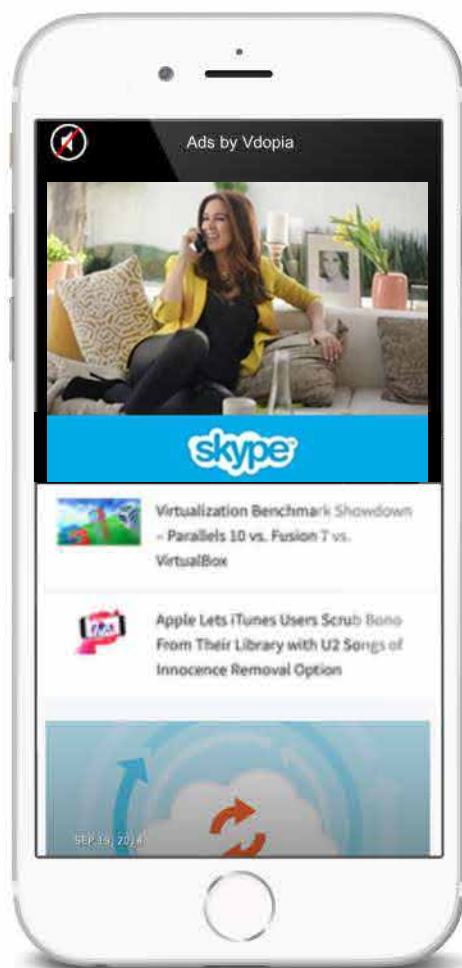
Auto-plays on mute



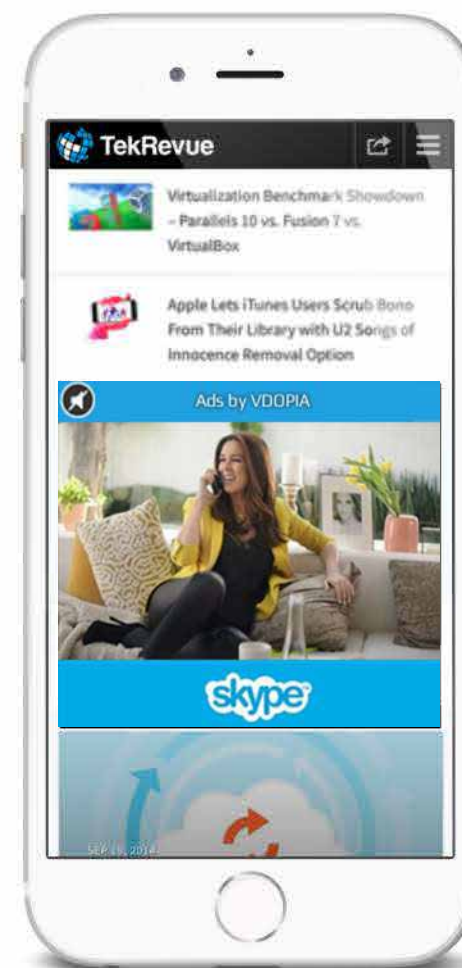
Tap on video or optional banner will lead to landing page URL



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InView.VDO Push Down



InView.VDO In-Line

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