

# Native Video Specs

## Native Video



File type: **mp4**  
Recomm. video ratio: **1.91:1 (landscape)**  
**/ 4:3 / 3:2 / 1:1 (square) / 1:1.91 (vertical)**  
Minimum Size: **500px x 262px**  
Maximum Size: **1,222px x 640px**  
Maximum file size: **5 MB (i.e. 15 seconds)**

## Brand logo



File type: **jpg or png**  
Image aspect ratio: **square (1:1)**  
Minimum Size: **100px x 100px**  
Maximum Size: **500px x 500px**  
Maximum file size: **2 MB**

## Text



Headline (opt.): **30 chars**  
Description: **300 characters**  
Brand name: **25 characters**

## CTA



CTA Text: **25 characters**  
CTA Click URL: **Any landing page URL**

## Third-Party Trackers Support



**MOAT**  
**IAS**  
**DCM**

## Video player behaviour



Autoplay (with sound off) when 30% in view  
Auto stop- when 70% out of view  
Runs in standard inventory (not pre-roll)

