

Mobile Video InContent

Description:	This mobile-first ad unit offers advertisers a full-screen video experience without requiring users to expand the ad. The ad sits within the stream of content revealing the fullscreen video ad as the user scrolls down. Designed to deliver vertical video, the way people consume content on their mobile devices, it offers a seamless and user-friendly ad experience.
Demo:	Click here to view demo
Spec Classification:	Mobile Rich Media
Spec Placement:	AOL Homepage Huffington Post Moviefone
Width:	300
Height:	250
File Type:	HTML5
Total File Size:	250K
Backup Image Submission Guidelines:	Tag must always deliver either a primary experience or acceptable backup for instances when the user's browser does not support creative functionality (e.g. Flash, HTML5, JavaScript).
Z-Index Guidelines:	Click here for z-index range
Host Initiated Video Max Length:	Recommended video length : 15 seconds
Required Controls:	Play/Pause/Stop/Mute/Unmute video-audio controls; Recommended: progress bar

Video Aspect Ratio: For full-screen video, aspect ratio should be 10:16

Video File Type: .avi, .mov, .mp4

Third Party Serving: ONE by AOL: Creative

Third Party Tracking: Accepted; AOL U.S. Homepage requires secure tags only

Submission Guidelines:

- 10-15 business days lead time for creatives
- AOL U.S. Homepage requires secure tags only

Key Creative Guidelines: Standard 320x50 must also be provided when running the Video InContent unit

Supported Countries: CA
US