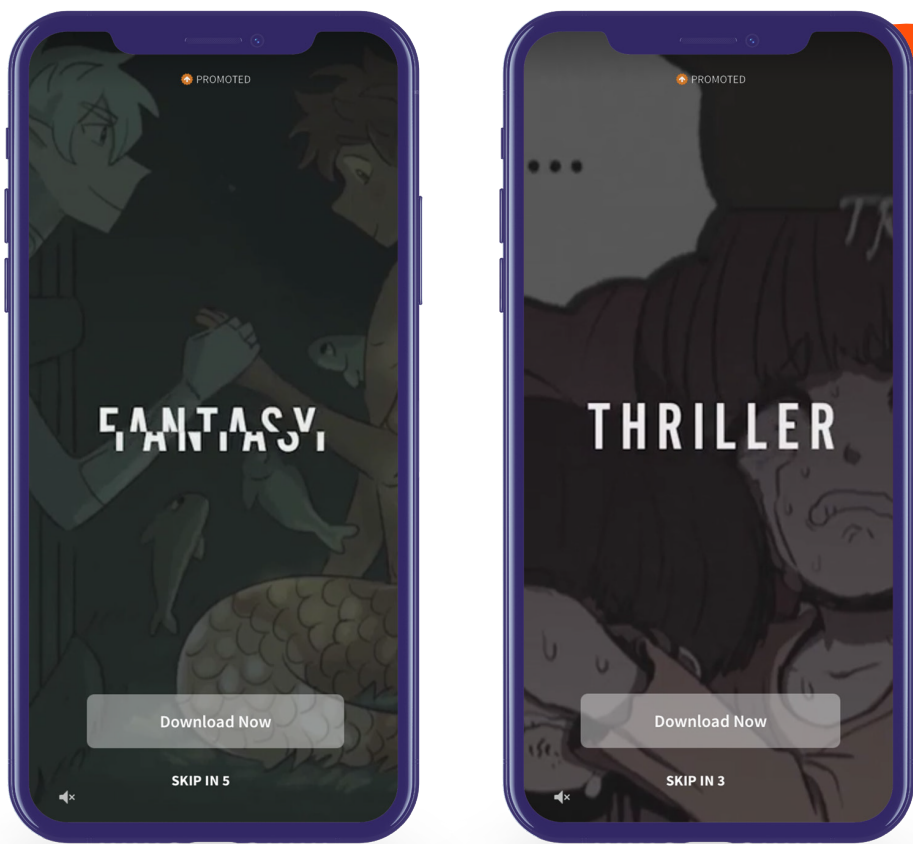# In-App Video - :5 Non-Skip - Mobile

Your brand message delivered on your terms. Custom lengths available, preferred format :15.

Video features

- Autoplay, automute video ad (user-initiate sound)
- Customizable skip-timer
- Customizable call-to-action and an optional custom background image
- Hard-coded button drives to destinations on or off Wattpad

Duration	:15 seconds recommended (:30 also accepted)
Sound	AAC (16 to 320 kbps), MP3 (16 to 320 kbps), WAV
Format	VAST 3.0 or lower is accepted If viewability is being tracked VAST 3.0 is **required** VAST tags containing FLA, AVI, MOV, 3GPP and SVF will not be accepted VPAID is not supported For site-hosted video: Please supply the MP4 raw video file only built to spec 1x1 Click and Impression Tracking accepted (but not required) for site-hosted video
Measurement	3rd Party Tag Acceptance: DoubleVerify (viewability, fraud, IVT) MOAT (viewability, fraud, IVT) Please note: IAS tags are not accepted
Call to Action	Provide as separate text (please do not embed in VAST tag or on creative file). Up to 20 characters incl. spaces. Button is hard coded and cannot be repositioned or changed.
Dimensions & Layout	Please ensure the video is built according to the appropriate size and linked template **Portrait video:** 608 x 1080 pixels (9:16 aspect ratio) **Landscape video:** 1920 x 1080 pixels (16:9 aspect ratio) Max file size: 5MB
Audio/Video Codec Info	H.264, MPEG-4, up to 2mb/ps, 30fps. Preferred video without leaders (slates, countdowns, etc.); no letter-boxing, pillar-boxing, or window-boxing
Wattpad Benchmarks	Click-through rate All devices & geos 0.67%-1%