

Vertical Video

This mobile unit plays a video through a display window similar to the interscroller creative.

[Demo](#)

OVERVIEW

Platform	Mobile Only
Delivery	Homepage, Section Fronts, Article Pages
Type	High Impact – Responsive HTML5 creative
Production	Assets supplied by client, final product built by The Philadelphia Inquirer
Submission Lead Time	Minimum 5 business days prior to launch

TECHNICAL SPECIFICATIONS

Dimensions	Display Window: 720x1280
Final Unit Size	Max: 250 KB (The Philadelphia Inquirer will optimize the original artwork files to fit Clipcentric's final ad weight standards)
Video	Ratio: 9:16 Auto-Play: Max 15 seconds User Initiated: Unlimited Audio: Always user initiated
Animation	Max 15 seconds (no looping beyond 15 seconds)
Inquirer Frequency Cap Standard	None
Inquirer Site Level Delivery Restrictions	None
Third Party Serve	No
Third Party Tracking	Accepted (2 pixels max, only 1 JS)

HIGH IMPACT FORMAT SPECS

CREATIVE GUIDELINES

Format Specific Guidelines	The portrait video will display through a 720x1280 display window. Upon completion of the video (or at the beginning if the video is over 30 seconds and therefore user initiated), a still video image will display.
Requirements	Ad unit content must have clearly defined borders and not be confused with page content
Total Files to Send	1 Portrait Video 1 Static Video Image Total: 2 Files
Accepted File Types	Video: .mp4, .mov End Image: .jpg, .png

CLIENT SUPPLIED ASSETS

- Portrait Video** based on creative guidelines: 720 x1290 (9:16 ratio)
- Static Video Still** based on creative guidelines: 720x1280 px
- Click-through URL**
- Third Party Tracking** (optional)