

# Mobile Video LBA Specs

## LENGTH

15 Seconds  
30 Seconds

## FILE FORMATS

MP4  
Vast Tags

## FILE WEIGHTS

Suggested under  
100MB

### .MP4 TURN AROUND TIME

**5 BUSINESS DAYS**  
of order entry

### VAST TAGS TURN AROUND TIME

**3 BUSINESS DAYS**  
of order entry

## MINIMUMS

100,000 impressions/month

## MAXIMUM

90 day campaign

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