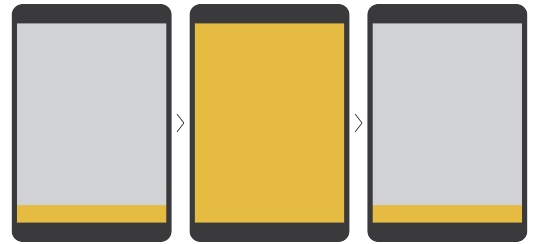


3rd Party Served

Expandable Banner: iPad

The expandable banner loads as a banner and expands to an interactive full-page ad unit when tapped. When collapsed (closed), it returns to the same content page and original banner size.



Collapsed

Ad Dimensions	Max File Size
300 x 250	50 KB
728 x 90	50 KB
Animation	DAA Ad Marker *
15 Seconds Max	Appears in the top left 15 x 15 pixel corner by default

Expanded Portrait

Ad Dimensions	Content Safe Area	File Size	
		Initial Load	Max Load
768 x 1024	768 x 928	300 KB	1 MB
Close Button			
Must be located in the top right 50x50 pixels			

Expanded Landscape

Ad Dimensions	Content Safe Area	Max File Size	
		Initial Load	Max Load
1024 x 768	1024 x 672	300 KB	1 MB
Close Button			
Must be located in the top right 50x50 pixels			

3rd Party Served

- All file size limitations apply to font, image, audio, and video files only. Javascript libraries delivered via a CDN are excluded from a file weight
- Only ad units supplied by approved third party rich media vendors are accepted. Raw code files (HTML, JS, CSS, etc.) are currently not accepted
- Use of high res images depends on capabilities of the vendor
- Content Safe Area only applies to fixed designs. Responsive design is encouraged but dependent on the capabilities of the vendor
- For audience targeted campaigns please work with the rich media vendor to implement the ad choices icon

Availability

Devices

- iPad

Placements

- In-Browser, In-App

Metrics

- Provided by 3rd party vendor

† See Appendix for further information

* Only applies to audience targeted campaigns