

3rd Party Served

Standard Banner

A standard banner ad is an ad unit that can be a static or animated image. The ad unit can link to a wide variety of actions, including a mobile site, app store, video, etc.

Creative

Ad Dimensions	Max File Size
300 x 250	50 KB
728 x 90	50 KB
480 x 75	25 KB
480 x 60	25 KB
320 x 50	25 KB
300 x 50	20 KB
Animation	DAA Ad Marker *
15 Seconds Max regardless of number of loops. Must be delivered as an animated GIF	Appears in the top left 15 x 15 pixel corner by default

Asset Delivery

File Format

- JPG
- PNG
- GIF
- Animated GIF

3rd Party Served

- For audience targeted campaigns please work with the rich media vendor to implement the ad choices icon

Availability

Devices

- iPhone, Android Smartphone, iPod Touch
- iPad, Android Tablet

Placements

- In-Browser, In-App

Metrics

- Ad Impressions
- Clicks
- 3rd party tracking accepted (metrics listed above) for all site served units via an approved vendor

3rd Party Served

Rich Banner

A rich banner ad is an ad unit that can incorporate rich media features. The ad unit can utilize functions such as the accelerometer, HTML5 animation, countdown, location aware, dynamic feeds, etc. and link to a wide variety of actions, including a mobile site, app store, video, etc.

Creative

Ad Dimensions	Image Dimensions	Max File Size
300 x 250	300 x 250	50 KB
728 x 90	728 x 90	50 KB
480 x 75	480 x 75	25 KB
480 x 60	480 x 60	25 KB
320 x 50	320 x 50	25 KB
300 x 50	300 x 50	20 KB
Animation	DAA Ad Marker *	
15 Seconds Max regardless of number of loops.	Appears in the top left 15 x 15 pixel corner by default	

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
- For audience targeted campaigns please work with the rich media vendor to implement the ad choices icon

Availability

Devices

- iPhone, Android Smartphone, iPod Touch
- iPad, Android Tablet

Placements

- In-Browser, In-App

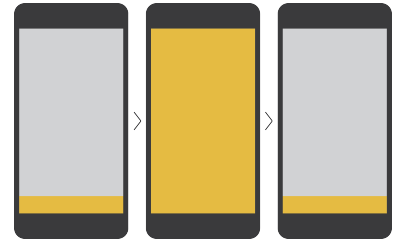
Metrics

- Provided by 3rd party vendor

3rd Party Served

Expandable Banner: Smartphone

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
320 x 50	25 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
320 x 568	320 x 416	150 KB	500 KB
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
568 x 320	480 x 240	150 KB	500 KB
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

- iPhone, Android Smartphone, iPod Touch

Placements

- In-Browser, In-App

Metrics

- Provided by 3rd party vendor

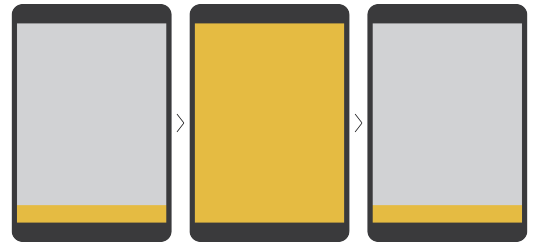
† See Appendix for further information

* Only applies to audience targeted campaigns

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

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- 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

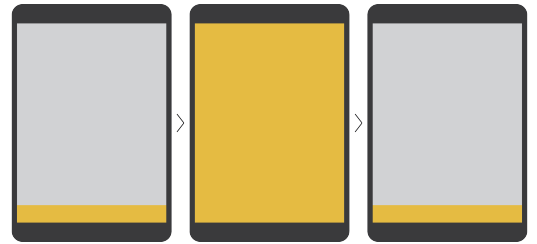
† See Appendix for further information

* Only applies to audience targeted campaigns

3rd Party Served

Expandable Banner: Android Tablet

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
600 x 960	600 x 768	300 KB	1 MB
Close Button			
Must be located in the top right 50x50 pixels			

Expanded Landscape

Ad Dimensions	Content Safe Area	File Size	
		Initial Load	Max Load
960 x 600	960 x 424	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
- Android Tablet
- Placements
- In-Browser, In-App

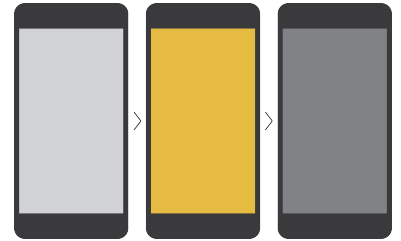
Metrics

- Provided by 3rd party vendor

3rd Party Served

Interstitial: Smartphone

The interstitial unit is an interactive full-page ad unit. An interstitial is loaded in-between content (such as game levels or web pages). When collapsed (closed), the user's expected content loads.



Expanded Portrait

Ad Dimensions	Content Safe Area	File Size	
		Initial Load	Max Load
320 x 568	320 x 568	150 KB	500 KB
Close Button	DAA Ad Marker *		
Must be located in the top right 50x50 pixels	Appears in the top left 15 x 15 pixel corner by default		

Expanded Landscape

Ad Dimensions	Content Safe Area	File Size	
		Initial Load	Max Load
568 x 320	480 x 240	150 KB	500 KB
Close Button	DAA Ad Marker *		
Must be located in the top right 50x50 pixels	Appears in the top left 15 x 15 pixel corner by default		

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
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- For audience targeted campaigns please work with the rich media vendor to implement the ad choices icon

Availability

Devices

- iPhone, Android Smartphone, iPod Touch

Placements

- In-Browser, In-App

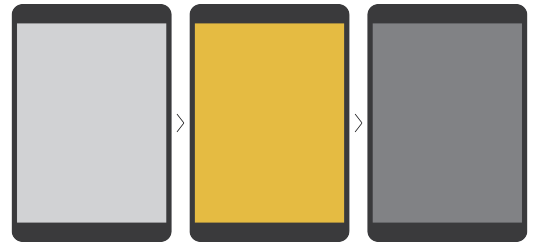
Metrics

- Provided by 3rd party vendor

3rd Party Served

Interstitial: iPad

The interstitial unit is an interactive full-page ad unit. An interstitial is loaded in-between content (such as game levels or web pages). When collapsed (closed), the user's expected content loads.



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	DAA Ad Marker *		
Must be located in the top right 50x50 pixels		Appears in the top left 15 x 15 pixel corner by default	

Expanded Landscape

Ad Dimensions	Content Safe Area	File Size	
		Initial Load	Max Load
1024 x 768	1024 x 672	300 KB	1 MB
Close Button	DAA Ad Marker *		
Must be located in the top right 50x50 pixels		Appears in the top left 15 x 15 pixel corner by default	

3rd Party Served

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- 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

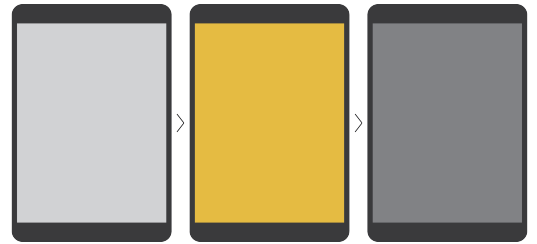
Metrics

- Provided by 3rd party vendor

3rd Party Served

Interstitial: Android Tablet

The interstitial unit is an interactive full-page ad unit. An interstitial is loaded in-between content (such as game levels or web pages). When collapsed (closed), the user's expected content loads.



Expanded Portrait

Ad Dimensions	Content Safe Area	File Size	
		Initial Load	Max Load
600 x 960	600 x 768	300 KB	1 MB
Close Button	DAA Ad Marker *		
Must be located in the top right 50x50 pixels	Appears in the top left 15 x 15 pixel corner by default		

Expanded Landscape

Ad Dimensions	Content Safe Area	File Size	
		Initial Load	Max Load
960 x 600	960 x 424	300 KB	1 MB
Close Button	DAA Ad Marker *		
Must be located in the top right 50x50 pixels	Appears in the top left 15 x 15 pixel corner by default		

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
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Availability

Devices

- Android Tablet

Placements

- In-Browser, In-App

Metrics

- Provided by 3rd party vendor

3rd Party Served

Pre-Roll Video

Similar to standard television commercials, these video ads play linearly prior to the consumer being able to access desired content, often other video content, resulting in high completion rates.

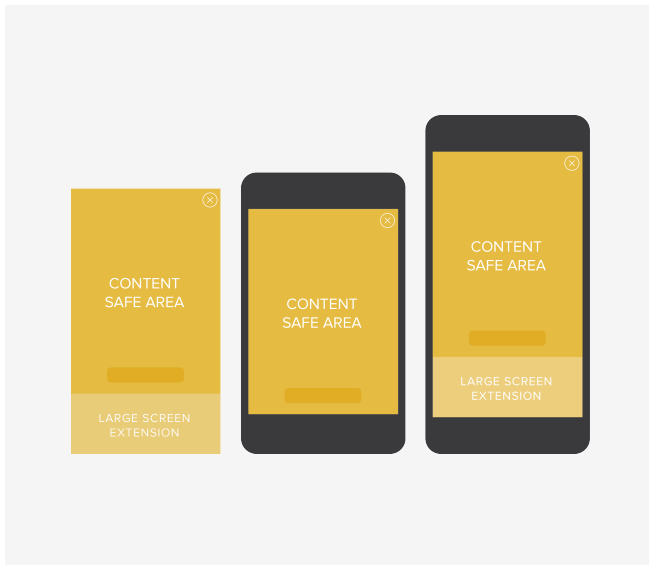
Assets	Specifications
VAST Tag	
Version	VAST 2.0 only
Length	15s to 30s
Format	Must include MP4 video file type within the creative
Video File Size	5 MB max
Encoding	H.264
Bitrate	1200 kbits/s max
Ratio	16:9 preferred
Frame Rate	30fps preferred
Companion Banner	Not Applicable (not supported)

Metrics

- Video impressions
- Video Quartiles (25%, 50%, 75%, 100%)
- 3rd party tracking accepted (metrics listed above) for all site-served units via an approved vendor
- Multiple tracking pixels supported
 - If site-served, each pixel should be provided separately
 - If served via 3rd party, must be embedded in the VAST

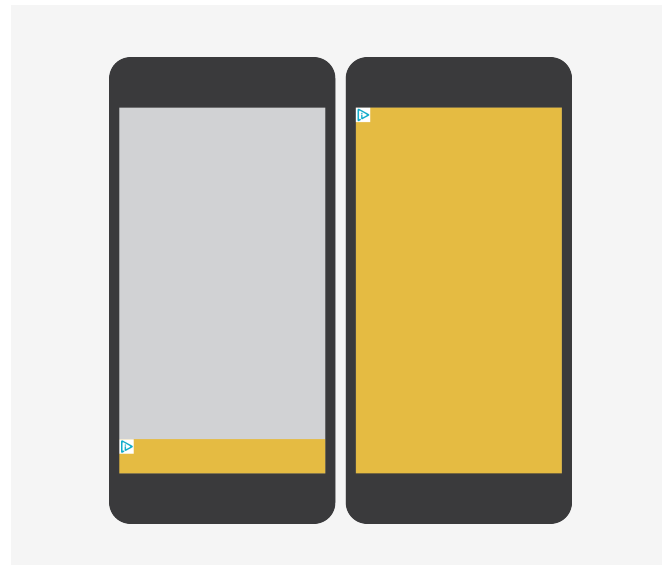
3rd Party Served

Appendix



Safe Content Area: In-Depth

Safe Content Area refers to the area of the ad unit that is visible on all devices (without scrolling and without responsive design capabilities). This area accounts for screen space occupied by the device's persistent interface, such as the browser's address bar. The Safe Content Area should contain all pertinent messaging, logos and call to action buttons. The Large Screen Extension area is the space that is visible on larger devices. Visibility is varied based on the screen size of the device.



DAA Ad Marker

The DAA (Digital Advertising Alliance) sets the standards for self-regulation of digital privacy and is enforcing industry-wide Mobile Privacy standards ensuring that the Ad-Choices logo and opt-out capability will be a part of creatives tied to audience campaigns using cross-app data.

By default, the Ad Marker appears in the top left 15 x 15 pixel corner of any banner, expanded banner, interstitial or video wrapper, however it may appear in any corner except the top right upon request. Video Plus products always display the Ad Marker in the bottom right 15 x 15 pixel corner.

Upon a tap, the 15 x 15 pixel icon expands to reveal information about Millennial Media and interest-based advertising and gives the user the option to opt out of behavioral targeting.