Mobile Ad Sizes

ConsulTV
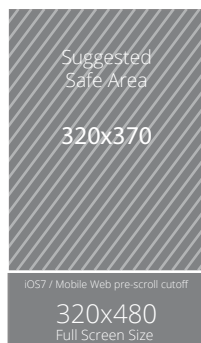
SUGGESTED SAFE AREA

Suggested Safe Area is the initial viewable area on iPhone 4S and older devices using iOS7.

These older devices have smaller screens, and any creative displayed will scroll to reveal content.

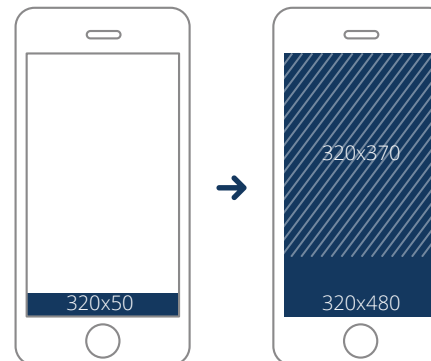Best Practices that any CTA be visible to the user in the Suggested Safe Area Retina Asset size of 640x740.

Suggested
Safe Area

320x370

iOS7 / Mobile Web pre-scroll cutoff
320x480
Full Screen Size

CTA'S/RESPONSE MECHANISMS

TAP-TO-CALL

TAP-TO-CALENDAR

TAP-TO-EMAIL

TAP-TO-URL

TAP-TO-MAP

TAP-TO-APP

TAP-TO-VIDEO

TAP-TO-SOCIAL
(Facebook / Twitter, etc.)

INTERACTIVE POSSIBILITIES

Dynamic Messaging & Creative

Photo / Product Galleries

HTML5 Animations

Rich media (Gaming /360° tours, etc)

Couponing
(Redemption,Passbook, etc.)

Data Capture

Social Sharing

BANNER

Ad Size: 320x50
Retina Asset Size: 640x100

320x50

EXPANDABLE

Ad Size: 320x50 » 320x480
Retina Asset Size: 640x100 » 640x960

320x50 → 320x370 / 320x480

SPLASHSCREEN

Ad Size: 320x480
Retina Asset Size: 640x960
(Only available in-app and as a static image)

320x480

INTERSTITIAL

Ad Size: 320x480 or 300x250
Retina Asset Size: 640x960 or 600x500

320x480   OR   300x250
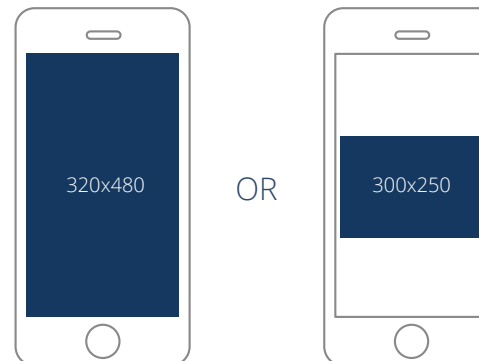
Tablet Ad Sizes

SUGGESTED SAFE AREA

Suggested Safe Area is the viewable area on screen that will remain viewable when the user rotates the device.

Best practices is that any CTA be visible to the user in the suggested Safe Area size of 748x748 on a 1280x1280 image for full size tablets. The ads will adjust accordingly for smaller tablet sizes

Suggested Safe Area
748x748

1280x1280
Full Screen Size
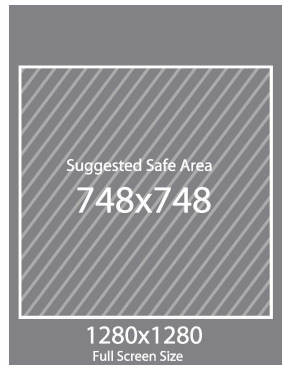
CTA'S/RESPONSE MECHANISMS

TAP-TO-CALENDAR

TAP-TO-EMAIL

TAP-TO-URL

TAP-TO-MAP

TAP-TO-APP

TAP-TO-VIDEO

TAP-TO-SOCIAL
(Facebook /Twitter, etc.)

INTERACTIVE POSSIBILITIES

Dynamic Messaging & Creative

Photo/ Product Galleries

HTML5 Animations

Rich media (Gaming /360° tours, etc)

Couponing
(Redemption.Passbook, etc.)

Data Capture

Social Sharing

LEADERBOARD
Ad Size: 728x90
Retina Asset Size: 1456x180
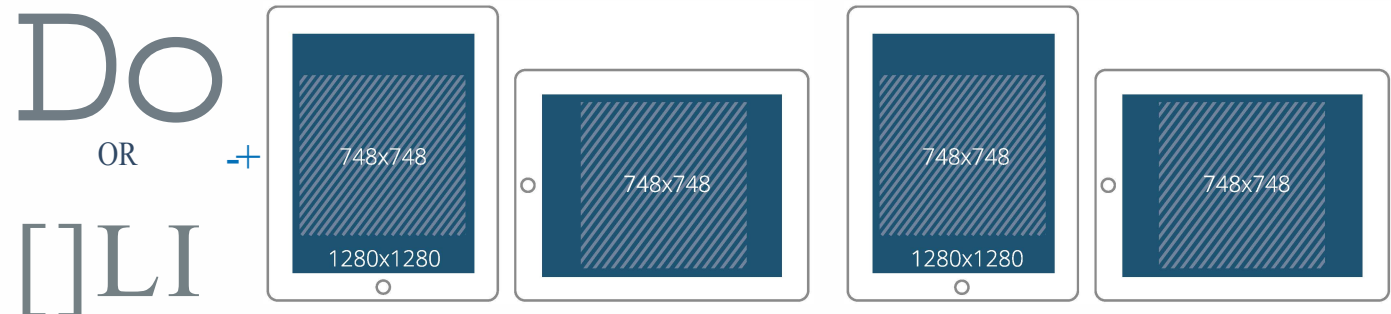
728x90

728x90

300X250 RECTANGLE
Ad Size: 300x250
Retina Asset Size: 600x500

II
300x250

II
300x250

EXPANDABLE*
Ad Size: 728x90 or 300x250 » 748x748
Retina Asset Size: 1456x180 or 600x500 » 1496x1496

*Leaderboard or 300x250 Rectangle can be used when building out expandables. Please make sure to include assets for both units.

Do
OR
[ ]LI

748x748

1280x1280

748x748

INTERSTITIAL
Ad Size: 748x748
Retina Asset Size: 1496x1496

SPLASHSCREEN
Ad Size: 748x748
Retina Asset Size: 1496x1496
(† Only available in-app and as a static image)

748x748

1280x1280

748x748

Additional Details

ConsulTV

WHAT TO PROVIDE

In order to maintain the established branding of the advertiser, it is important to have editable assets, as well as designated fonts, to create and deliver the advertisers messaging consistently on mobile devices.

Here is what we need:

Layered Assets
.PNG (Adobe Fireworks) or .PSD (Adobe Photoshop)

Logos
.AI (Adobe Illustrator) or .EPS

Images
.TIFF or .JPG
Please provide the highest resolution possible

Fonts   (MAC format)
.otf, .ttf, or .rtf

Brand Styleguide   (if available)
.PDF

TIMELINES

Below are our **general** ad delivery timelines, based on design, dev, QA, and trafficking.

Static Banners
2 business days

Rich Media
3 business days

Third-party Tags
3 business days

Custom development
7 business days

SUGGESTED FILE SIZES

Banner: 50kb

Expandable: 150kb

VIDEO SPECIFICATIONS

Format: .mp4 or .mov

Codec: h.264

Ratio: 16:9 recommended

Maximum file size: **1MB per 30 seconds**

Play Limit: 15-30 seconds

Frame rate: 29.97 fps

Bit rate: 200-250kbps

FEATURE MATRIX

	iOS		Android		Tablet		REQUIREMENTS/DELIVERABLES
	WEB	APP	WEB	APP	WEB	APP	
Tap-to-**Call**	•	•	•	•			Phone Number
Tap-to-**Calendar**	•	•			•	•	.ICS File
Tap-to-**Email**	•	•	•	•	•	•	Email Address
Tap-to-**URL**	•	•	•	•	•	•	HTTP://...
Tap-to-**Map**	•	•	•	•	•	•	Street address for Google Maps
Tap-to-**App Download**	•	•	•	•	•	•	HTTP://...
Tap-to-**Youtube**	•	•	•	•	•	•	URL for Youtube Video
Tap-to-**Video**	•	•	•	•	•	•	Approved Video
Facebook	•	•	•	•	•	•	Approved Facebook Account
Twitter	•	•	•	•	•	•	Approved Twitter Account