Mobile Banner LBA Specs

FILE FORMATS

jpeg; png; gif; or 3rd party script tags for HTML 5 creative

BANNER SIZES

Required: 320x50

Other: 300x250, 320x480, 728x90, 300x50

FILE WEIGHTS

Suggested under 40KB

LENGTH

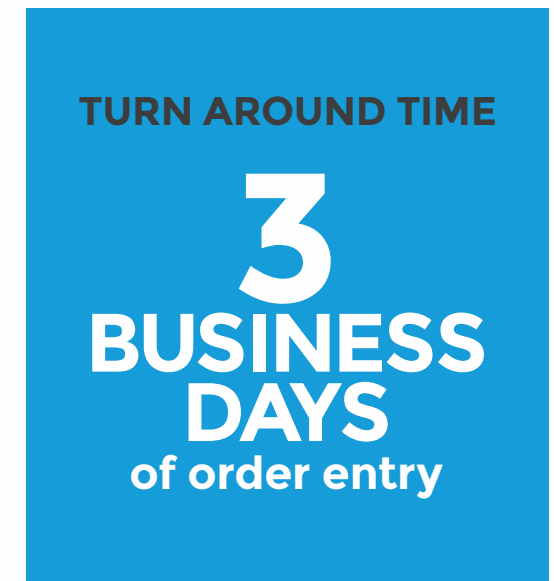All animated creative should freeze after 30 seconds of animation

MINIMUM/MAXIMUM

Min: 100,000 impressions/mo

Max: 90 day campaign

*Required

320x50

300x250

320x480

300x50

728x90

TURN AROUND TIME

3 BUSINESS DAYS

of order entry