

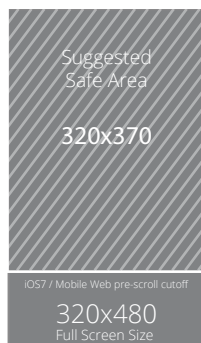
Mobile Ad Sizes

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.



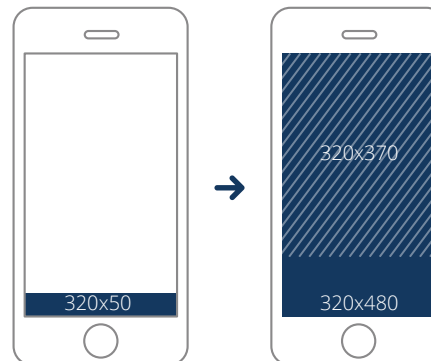
BANNER

Ad Size: 320x50
Retina Asset Size: 640x100



EXPANDABLE

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



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)
- Coupons
(Redemption, Passbook, etc.)
- Data Capture
- Social Sharing

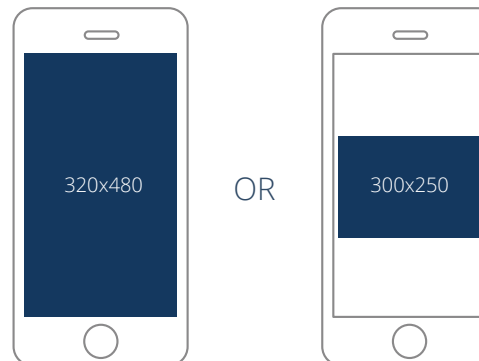
SPLASHSCREEN

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



INTERSTITIAL

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



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.



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)
- Coupons
(Redemption.Passbook, etc.)
- Data Capture
- Social Sharing

LEADERBOARD

Ad Size: 728x90
Retina Asset Size: 1456x180



300X250 RECTANGLE

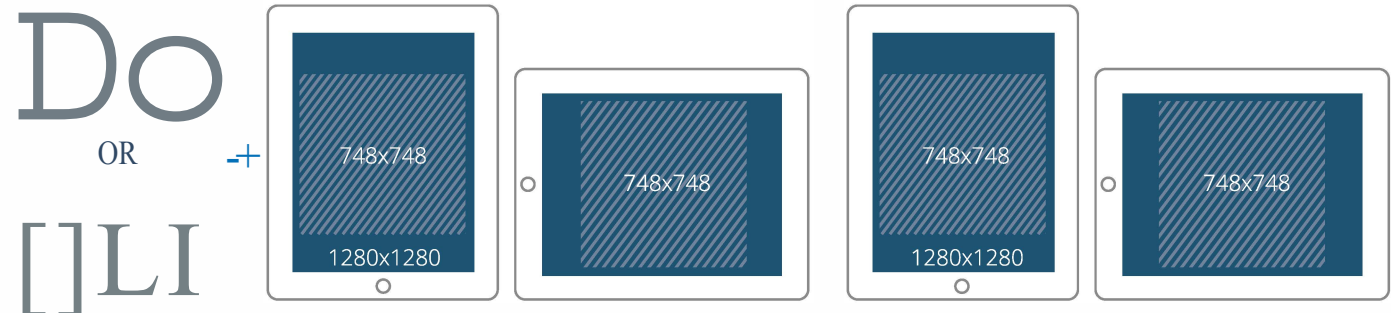
Ad Size: 300x250
Retina Asset Size: 600x500



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.



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)

Additional Details

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