



Ad Specs

Smartphone

(iPhone, Android, Blackberry, WindowsPhone7)

Display Advertising

Ad Type	Size	Creative Specifications	Sample Creative
Standard Banner	320x50 Pixels	GIF, PNG, JPG for still images Animated GIF for animation File Size: <5KB (enhanced, <7.5KB) Text: Max. 24 characters	
300x250 Banner	300x250 Pixels	GIF, PNG, JPG for still images Animated GIF for animation File Size: <5KB (enhanced, <7.5KB) Text: Max. 24 characters	

Rich Media Advertising

Ad Type	Size	Creative Specifications	Sample Creative
Click to Video	300x250/320x50 Pixels	Dimensions: 320x480/640x960 File Size: <3MB User Initiated (on click) Max Animation Length: 30 secs	



Ad Specs

Rich Media Advertising (cont.)

Ad Type	Size	Creative Specifications	Sample Creative
Full Screen (Auto Play) Video	320x50/300x250 Pixels	Dimensions: 320x480/640x960 File Size: <3MB Auto Play Initiated Max Animation Length: 30 secs	
Slider Video	320x50 Pixels	Dimensions: 50x50 & 270x50 File Size: <5KB (50x50)/<15KB (270x50) Max Animation Length: 30 secs	
Overlay	320x50 Pixels	Dimensions: 320x480px (expandable portion) File Size: <20KB	



Ad Specs

Rich Media Advertising

Ad Type	Size	Creative Specifications	Sample Creative
In Line Video	300x250 Pixels	Dimensions: 300x250 File Size: <40KB File Weight (polite download), 2.2MB User Initiated (on click) Max Animation Length: 30 secs	
Click to Video	300x250/728x90/ 120x600/ 468x60 pixels	Dimensions: 1024x768 File Size: <3MB User Initiated (on click) Max Animation Length: 30 secs	
Full Screen (Auto Play) Video	300x250/728x90/ 120x600/468x60 Pixels	Dimensions: 1024x768 File Size: <3MB Auto Play Initiated Max Animation Length: 30 secs	