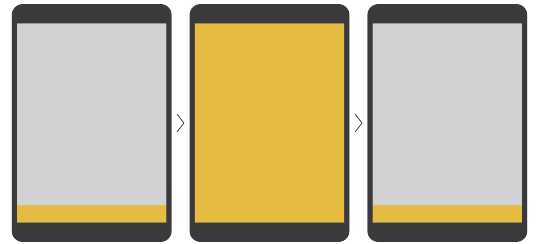


3<sup>rd</sup> Party Served

## 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			

### 3<sup>rd</sup> 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 3<sup>rd</sup> party vendor

† See Appendix for further information

\* Only applies to audience targeted campaigns