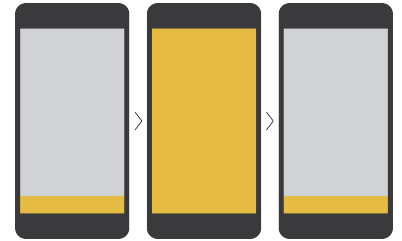


3rd Party Served

Expandable Banner: Smartphone

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
320 x 50	25 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
320 x 568	320 x 416	150 KB	500 KB
Close Button			
Must be located in the top right 50x50 pixels			

Expanded Landscape

Ad Dimensions	Content Safe Area	Max File Size	
		Initial Load	Max Load
568 x 320	480 x 240	150 KB	500 KB
Close Button			
Must be located in the top right 50x50 pixels			

3rd 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

- iPhone, Android Smartphone, iPod Touch

Placements

- In-Browser, In-App

Metrics

- Provided by 3rd party vendor