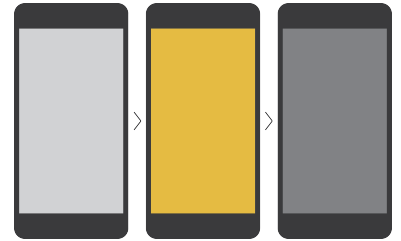


3<sup>rd</sup> Party Served

## Interstitial: Smartphone

The interstitial unit is an interactive full-page ad unit. An interstitial is loaded in-between content (such as game levels or web pages). When collapsed (closed), the user's expected content loads.



### Expanded Portrait

Ad Dimensions	Content Safe Area	File Size	
		Initial Load	Max Load
<b>320 x 568</b>	320 x 568	150 KB	500 KB
<b>Close Button</b>	<b>DAA Ad Marker *</b>		
Must be located in the top right 50x50 pixels	Appears in the top left 15 x 15 pixel corner by default		

### Expanded Landscape

Ad Dimensions	Content Safe Area	File Size	
		Initial Load	Max Load
<b>568 x 320</b>	480 x 240	150 KB	500 KB
<b>Close Button</b>	<b>DAA Ad Marker *</b>		
Must be located in the top right 50x50 pixels	Appears in the top left 15 x 15 pixel corner by default		

### 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

- iPhone, Android Smartphone, iPod Touch

Placements

- In-Browser, In-App

### Metrics

- Provided by 3<sup>rd</sup> party vendor