

3rd Party Served

Rich Banner

A rich banner ad is an ad unit that can incorporate rich media features. The ad unit can utilize functions such as the accelerometer, HTML5 animation, countdown, location aware, dynamic feeds, etc. and link to a wide variety of actions, including a mobile site, app store, video, etc.

Creative

Ad Dimensions	Image Dimensions	Max File Size
300 x 250	300 x 250	50 KB
728 x 90	728 x 90	50 KB
480 x 75	480 x 75	25 KB
480 x 60	480 x 60	25 KB
320 x 50	320 x 50	25 KB
300 x 50	300 x 50	20 KB
Animation	DAA Ad Marker *	
15 Seconds Max regardless of number of loops.	Appears in the top left 15 x 15 pixel corner by default	

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- 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
- For audience targeted campaigns please work with the rich media vendor to implement the ad choices icon

Availability

Devices

- iPhone, Android Smartphone, iPod Touch
- iPad, Android Tablet

Placements

- In-Browser, In-App

Metrics

- Provided by 3rd party vendor