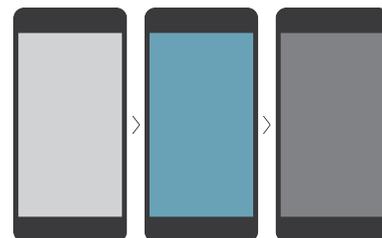


Site Served

## 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	Image Dimensions		Max File Size	
	Lo-res	High-res	Initial Load	Max Load
<b>320 x 568</b>	320 x 568	640 x 1136	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	Image Dimensions		File Size	
	Lo-res	High-res	Initial Load	Max Load
<b>568 x 320</b>	568 x 320	1136 x 640	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		

### Raw Assets Delivery

File Format

- Layered PSDs for each design orientation
- Landscape creative is strongly recommended
- All file size limitations apply to font, image, audio, and video files only

Provide URLs for each link

### Availability

Devices

- iPhone, Android Smartphone, iPod Touch

Placements

- In-Browser, In-App

### Metrics

- Ad Impressions, Clicks, Rich Media Engagements
- 3rd party tracking accepted (metrics listed above) for all site served units via an approved vendor

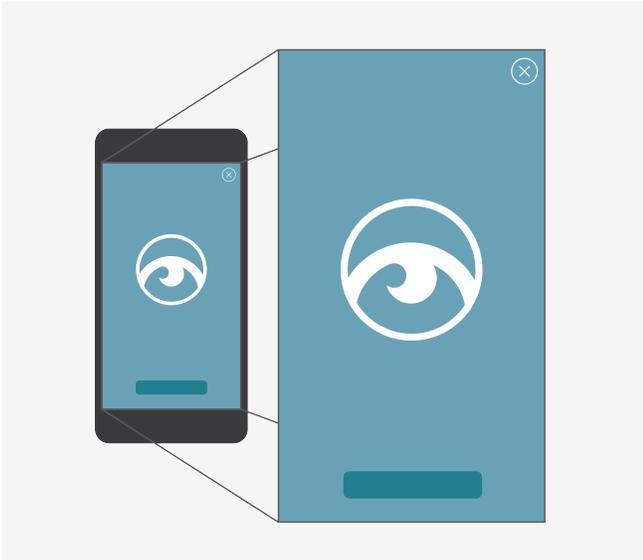
Site Served

## Raw Asset Delivery: All Ad Formats

Assets	Specifications
<b>Imagery / Fonts</b>	
<b>Logos</b>	<p>Corporate logos, corporate identity guidelines to be provided in the following format(s):</p> <p><b>Preferred: Illustrator (.ai)</b> Accepted: Photoshop (.psd), .eps, .jpg / .tiff (300 dpi max)</p>
<b>Creative Assets</b>	<p>Key visuals, copy, tagline, to be provided in the following formats:</p> <p><b>Preferred: Photoshop (.psd)</b> Accepted: Illustrator (.ai), .eps, .jpg / .tiff (300 dpi max)</p>
<b>Fonts</b>	Mac Format (.otf or .ttf)
<b>Audio</b>	
<b>Format</b>	Compressed MP3 Format
<b>Encoding</b>	44.1 kHz
<b>Constant Bit Rate</b>	128 kpbs
<b>Video</b>	
<b>Format</b>	MP4 or MOV
<b>Encoding</b>	H.264
<b>Ratio</b>	<b>Standard:</b> 16:9 <b>Vertical:</b> 9:16
<b>Frame Rate</b>	30fps preferred
<b>Length</b>	<b>Video Interstitial:</b> 15s to 30s <b>Video Lightbox:</b> 15s <b>Click to Video:</b> < 2:30
<b>Bit Rate</b>	5 MB

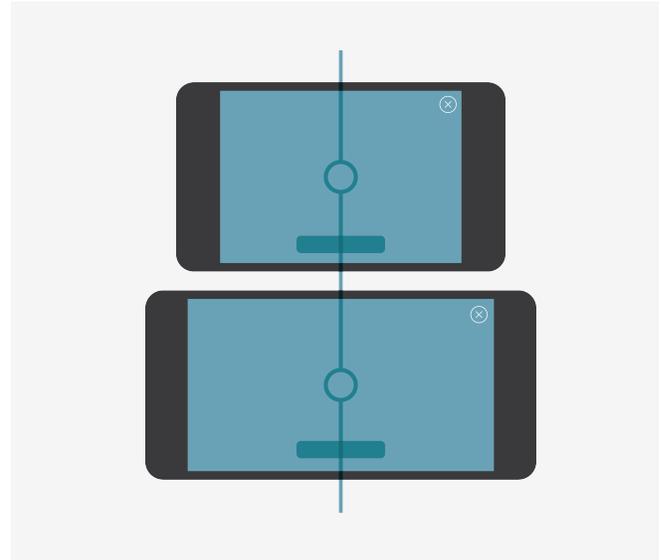
Site Served

## Appendix



### Ad Dimensions vs. Image Dimensions

Ad Dimensions are the number of pixels in the ad placement. Image Dimensions are the number of pixels in the image used in the ad placement. For hi-resolution graphics, the image dimensions are 2x the ad dimensions, so there are more pixels in the same ad space. This creates a crisper, clearer looking ad.

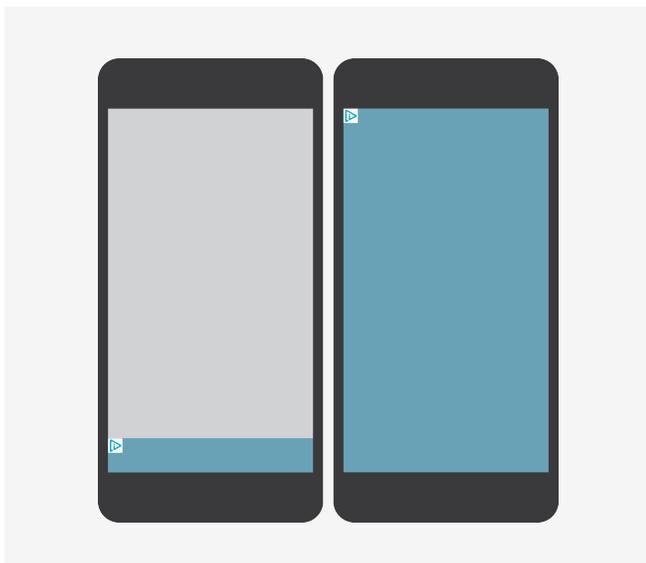


### Creative Positioning

Creatives are always centered within the ad placement; therefore, in landscape orientation the large screen extension is on the left and right. See our "Design Guides" for further information.

Site Served

## Appendix

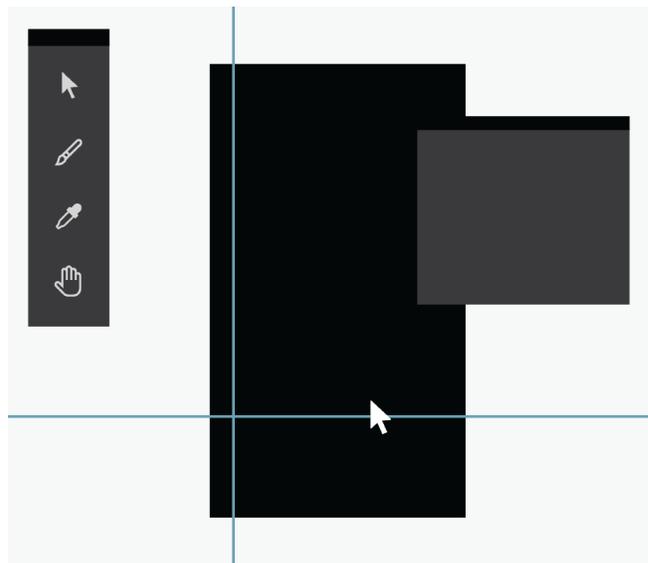


### DAA Ad Marker

The DAA (Digital Advertising Alliance) sets the standards for self-regulation of digital privacy and is enforcing industry-wide Mobile Privacy standards ensuring that the Ad-Choices logo and opt-out capability will be a part of creatives tied to audience campaigns using cross-app data.

By default, the Ad Marker appears in the top left 15 x 15 pixel corner of any banner, expanded banner, interstitial or video wrapper, however it may appear in any corner except the top right upon request. Video Plus products always display the Ad Marker in the bottom right 15 x 15 pixel corner.

Upon a tap, the 15 x 15 pixel icon expands to reveal information about Millennial Media and interest-based advertising and gives the user the option to opt out of behavioral targeting.



### Design Guidelines

Design guidelines in the form of PSDs are available for download for your convenience at:

[www.millennialmedia.com/design-guidelines](http://www.millennialmedia.com/design-guidelines)