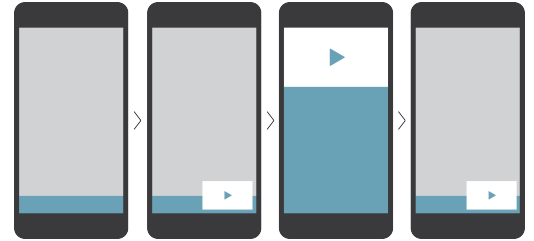


Site Served

Parallel Video: Smartphone

The banner ad loads in a banner placement and the collapsed video slides onto the bottom right corner of the screen. The video expands to a full-page ad unit when tapped or swiped upward. When collapsed (minimized), it returns to the same content page, original banner size, and the video returns to the bottom right corner until swiped left to remove the video from the display.

**Collapsed Banner**

Ad Dimensions	Image Dimensions		Max File Size
	Lo-res	High-res	
320 x 50	320 x 50	640 x 100	25 KB
Design Notes	DAA Ad Marker *		
Design for both cases where the video in the bottom right corner does and does not overlay the banner	Appears in the top left 15 x 15 pixel corner by default		

Expanded Portrait Design Space

Ad Dimensions	Image Dimensions		Max File Size
	Lo-res	High-res	
Including 16:9 Video			
320 x 568	320 x 367	640 x 734	150 KB
Close Button			

Must be located in the top right 50x50 pixels

Raw Assets Delivery

File Format

- Layered PSDs for expanded portrait design
- Layered PSDs for banner

Video

- Length: 15 seconds max
- Format: MP4 or MOV
- Encoding: H.264 encoding
- Aspect Ratio: 16:9 (preferred) or 3:2
- Bit rate: 5 MB
- Frame rate: 30fps preferred
- Audio: AAC

Metrics

- Ad impressions, clicks
- Video impressions
- Video Quartiles (25%, 50%, 75%, 100%)
- Multiple tracking pixels supported
- 3rd party tracking accepted (metrics listed above) for all site-served units via an approved vendor

Guardrails

- 1 click-thru supported on banner and expanded view
- No additional rich media functionality (e.g. animation, galleries, games, etc.)

3rd Party Served

Parallel Video units are site served only

Availability

Devices

- iPhone, Android Smartphone

Placements

- In-App

† See Appendix for further information

* Only applies to audience targeted campaigns

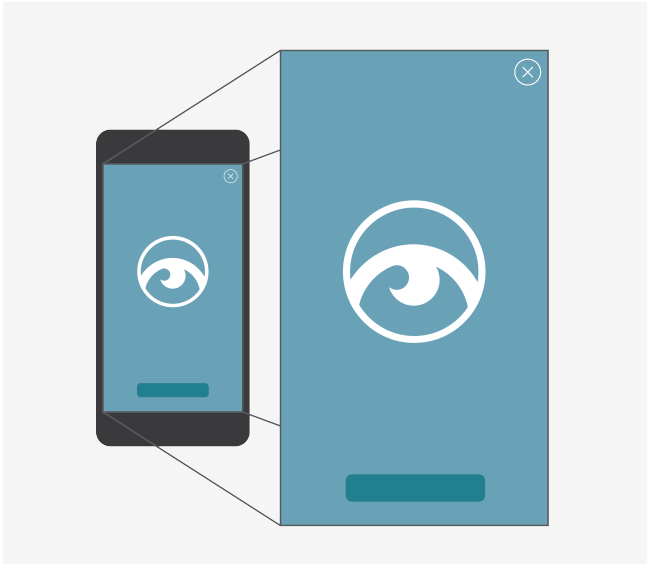
Site Served

Raw Asset Delivery: All Ad Formats

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

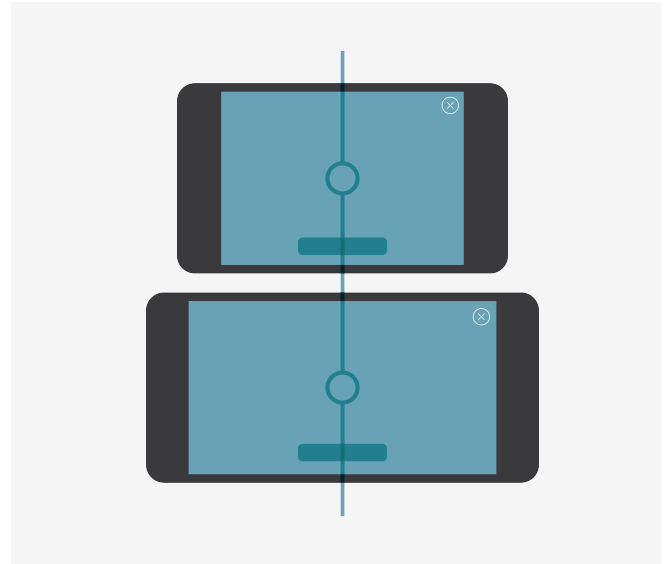
Site Served

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.

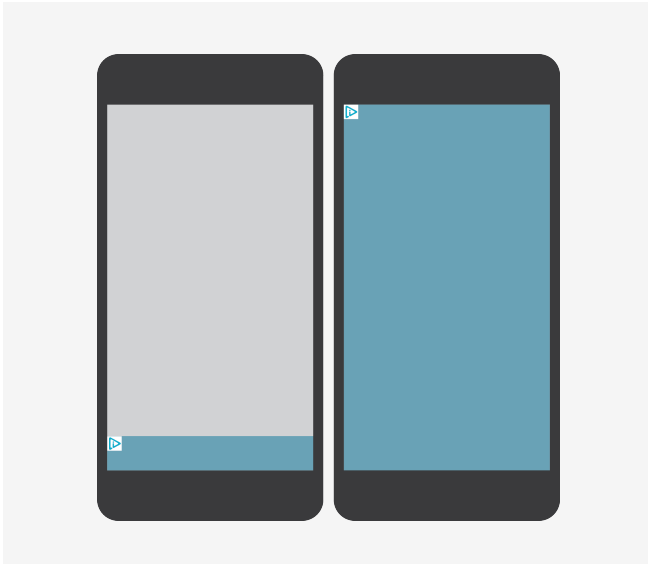


Creative Positioning

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

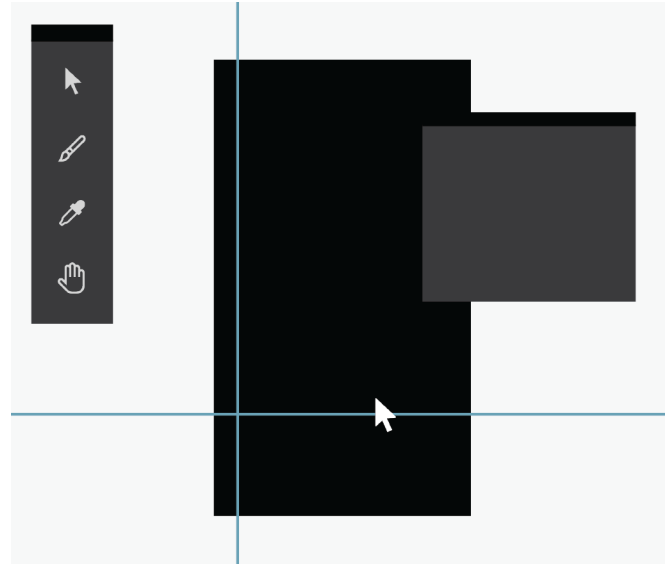


DAA Ad Marker

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