

Site Served

Rich Banners

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
	Lo-res	High-res	
300 x 250	300 x 250	600 x 500	50 KB
728 x 90	728 x 90	1456 x 180	50 KB
480 x 75	480 x 75	960 x 150	25 KB
480 x 60	480 x 60	960 x 120	25 KB
320 x 50	320 x 50	640 x 100	25 KB
300 x 50	300 x 50	600 x 100	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		

Raw Assets Delivery

File Format

- Layered PSD

Availability

Devices

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

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

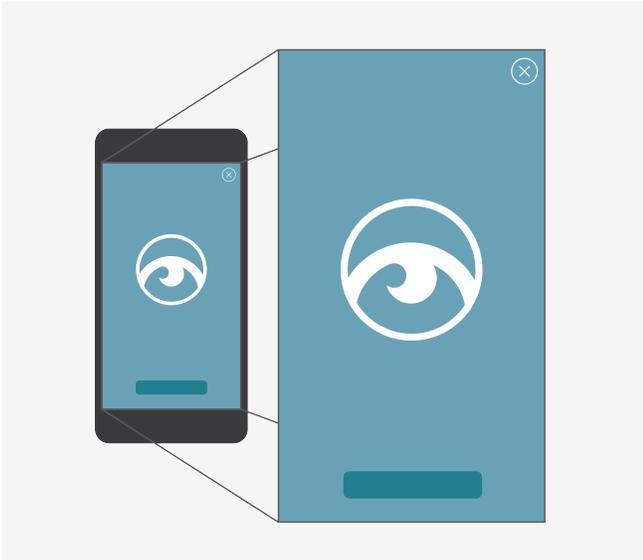
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Raw Asset Delivery: All Ad Formats

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 Video Lightbox: 15s Click to Video: < 2:30
Bit Rate	5 MB

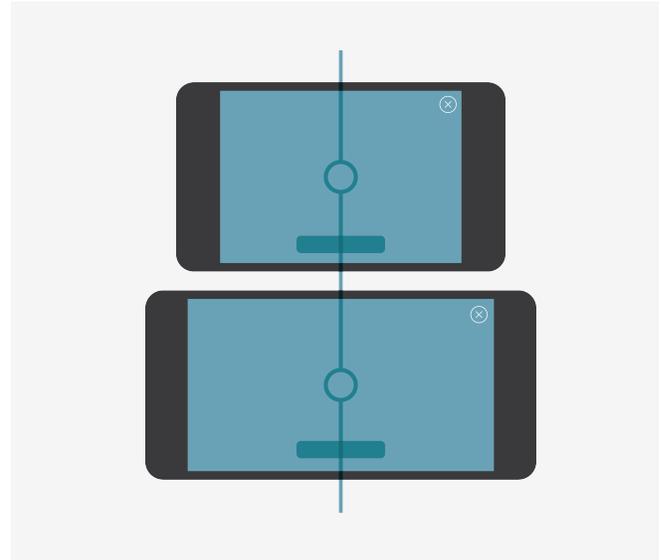
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Appendix



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.

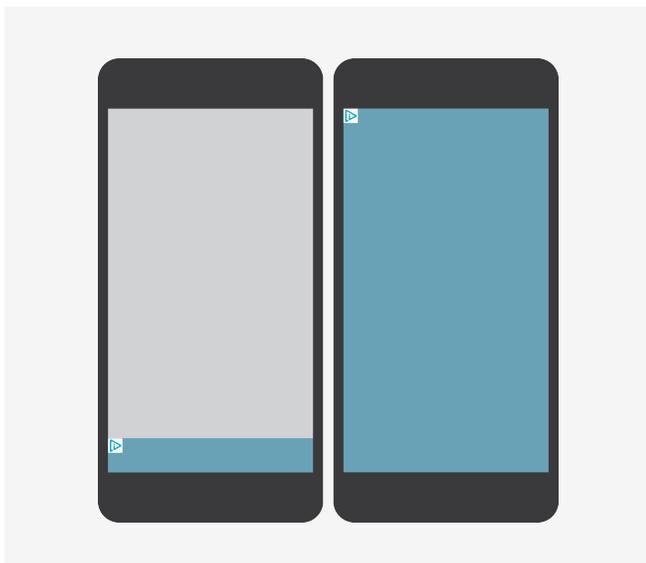


Creative Positioning

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.

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Appendix

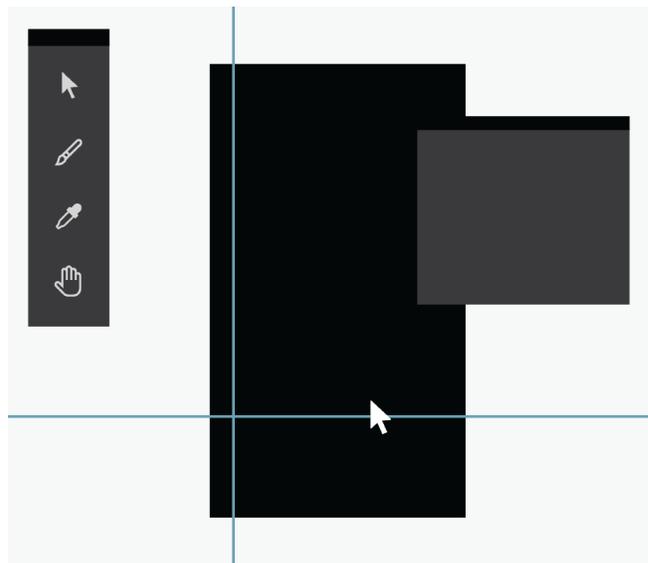


DAA Ad Marker

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