

Site Served

## Standard Banners

A standard banner ad is an ad unit that can be a static or animated image. The ad unit can link to a wide variety of actions, including a mobile site, app store, video, etc.

### Creative

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

### Raw Assets Delivery

File Format

- JPG
- PNG
- GIF
- Animated GIF

### Availability

Devices

- iPhone, Android Smartphone
- iPad, Android Tablet

Placements

- In-Browser, In-App

### Metrics

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

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## Native Ads

A native ad is an ad bundle that consists of multiple creative elements, including text, images and a URL. Upon serving the ad, each publisher selects different elements and arranges those elements in a manner that is consistent with the content of the app. The ad unit can link to a wide variety of actions, including a mobile site, app store, video, etc.

All images and text assets listed are required.

It is recommended at least 2 sets of creative assets be submitted for better performance.

### Creative

Images	Specifications
Icon / Logo Image	Dimensions: 500 x 500 Max File Size: 500 KB
Main Image	Dimensions: 1200 x 627 Max File Size: 500 KB
Text	Specifications
Title Text	< 25 characters
Body Text	< 100 characters
Call to Action Text	< 15 characters
Optional	Specifications
App Store Star Rating	Number between 1 and 5 (.5 increments accepted)

### Asset Delivery

#### Image File Format

- JPG
- PNG
- GIF
- Animated GIF

#### URL

- Cannot exceed 256 characters

### Availability

#### Devices

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

#### Placements

- In-App

### Supports

- 3<sup>rd</sup> Party 1x1 impression tracking/click tracking (not 3<sup>rd</sup> Party served)
- 3<sup>rd</sup> Party conversion tracking
- 52S tracking

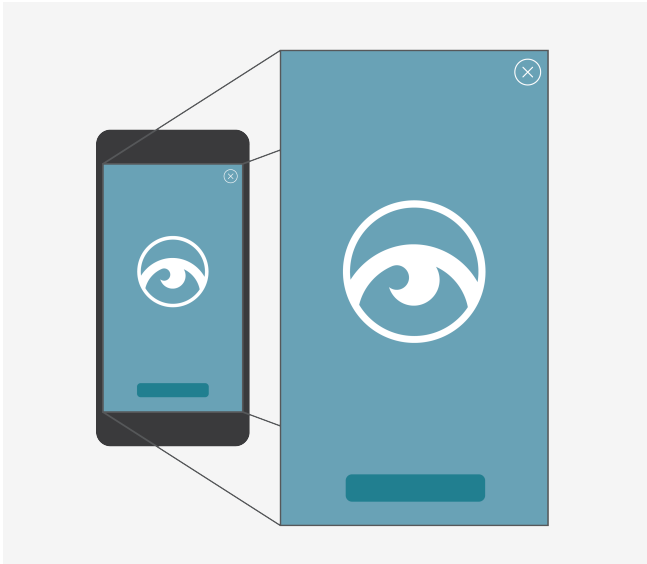
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## Raw Asset Delivery: All Ad Formats

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

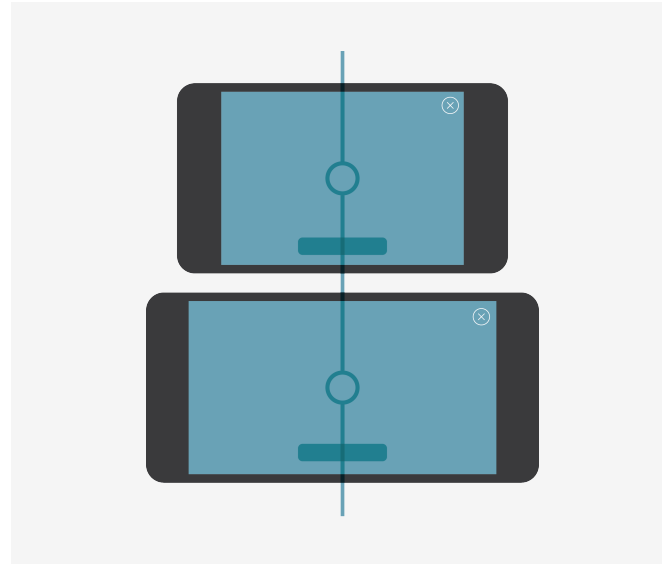
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## Appendix



### 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.

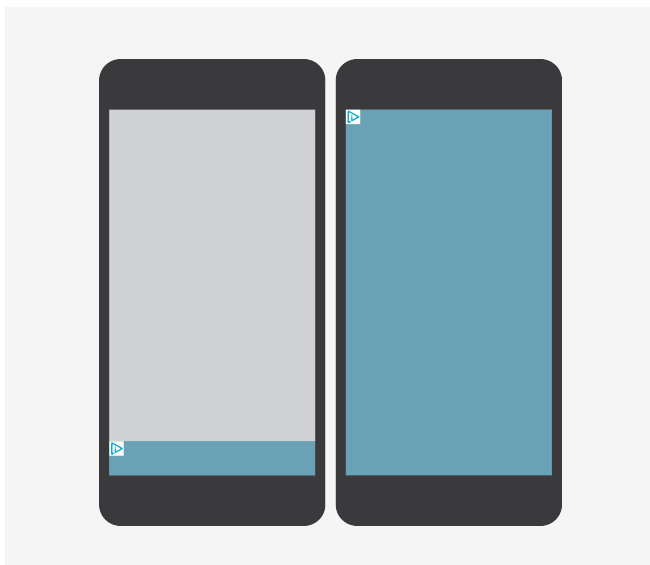


### Creative Positioning

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

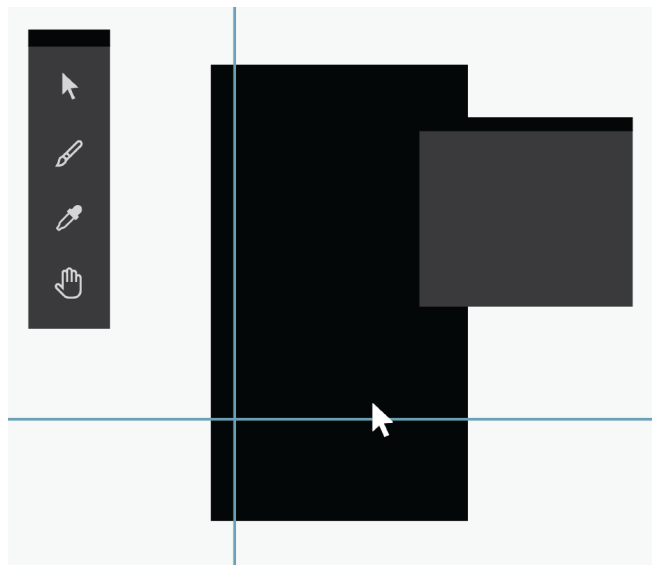


### DAA Ad Marker

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