






CREATIVE SPECS

Interstitial (Static & Animated)



RESOLUTIONS to provide (for all platforms)	<table border="1"> <thead> <tr> <th>Landscape</th> <th>Portrait</th> </tr> </thead> <tbody> <tr> <td>2048x1536 (1:3)</td> <td>1536x2048 (1:3)</td> </tr> <tr> <td>1920x1080 (1:7)</td> <td>1080x1920 (1:7)</td> </tr> </tbody> </table>	Landscape	Portrait	2048x1536 (1:3)	1536x2048 (1:3)	1920x1080 (1:7)	1080x1920 (1:7)
Landscape	Portrait						
2048x1536 (1:3)	1536x2048 (1:3)						
1920x1080 (1:7)	1080x1920 (1:7)						
FILE SIZE	<p>Static: 120KB, max 150KB</p> <p>Animated: max 450KB</p>						
FORMAT	<p>Static: JPEG</p> <p>Animated: GIF</p>						
DESIGN REQUIREMENTS (compulsory)	<ul style="list-style-type: none"> For iOS - No competing platforms mention or icon The following icons & features will be applied automatically by our ad server (please do not add any to your creative) <ul style="list-style-type: none"> Close button will be located in the top right corner <ul style="list-style-type: none"> Please leave safe area of at least 160x160px “Advertisement” label will be located in one of the four options available  <ul style="list-style-type: none"> For Animated interstitials <ul style="list-style-type: none"> All animation and looping included Limit to 1-3 animation elements to limit file size Keep animation total length per loop to 4-5 secs 						
DESIGN REQUIREMENTS (highly recommended)	<ul style="list-style-type: none"> Clear Call-To-Action button for external redirection Rotate creative if campaign is > 7 - 10 days 						
COMPLIANCY / CERTIFICATION							
LANGUAGES SUPPORTED (Please provide translation if ad is not in English)	English, German, Spanish, French, Italian, Japanese, Korean, Russian, Chinese, Turkish, Brazilian, Indonesian, Thai, Vietnamese, Chinese Traditional, Portuguese						
OTHER REQUIRED ELEMENTS	<ul style="list-style-type: none"> Redirection link 3RD Party tracking link(s) (if applicable) 						
AVAILABLE ON							

Note: Image files provided will be auto resized to the following device display sizes
 1:3 > 1024 x 768, 960 x 640 (real 853 x 640), 480 x 320 (real 427 x 320)
 1:7 > 1136 x 640, 1920 x 1080