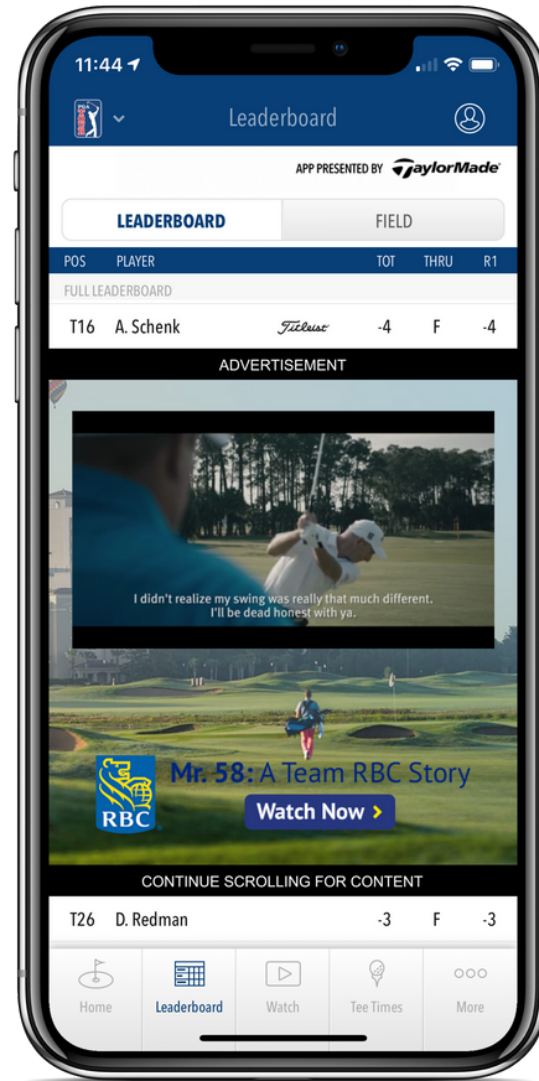




MOBILE INLINE LARGE

Specifications & Style Guide



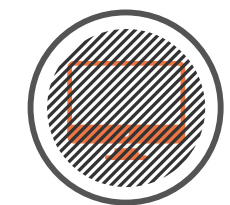


WHAT ARE YOU GETTING?

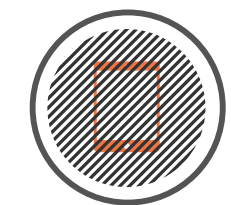
- Large inline format delivered exclusively to our mobile app leaderboard
- Premium exposure for your brand, with flexibility for interactive elements
- Offers a highly viewable and engaging format that is a perfect addition to your campaign



SCAN QR CODE
TO SEE IT
IN ACTION



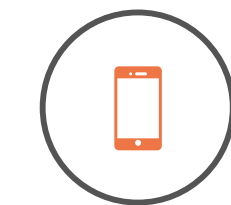
Desktop



Tablet



Mobile
Web



Mobile
App

DIMENSIONS & ASSETS

IMAGE

Portrait:	600x700
Landscape:	1250x500

VIDEO

Resolution:	1080p - 1920x1080
File Type:	.mp4, .mov
Recommended Length:	15 seconds
Codec:	H.264 MP4 & VP8 WebM
Frame Rate:	30 fps or 29.97 fps
Audio Bitrate:	128 kbps minimum
Audio Codec:	AAC / MP3 / MP4



PSD TEMPLATE

Please provide layered, organized PSD files to allow for additional interactive animation and responsive scaling; Separate branding and messaging from background image. Fonts: .otf, .ttf.

[DOWNLOAD
PSD TEMPLATE](#)

Lead time: Minimum 10 business days

Click on the button above to access PSD templates.

HTML5 AD REQUIREMENTS

Defining Ad Space

Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).

Max CPU

Ad not to exceed 30% CPU usage during host-initiated execution.

SSL Secure

HTML5 Creatives must be SSL Secure.

Max number of host-initiated file requests

Ad not to exceed 15 file requests during initial file load and host-initiated subload. Unlimited file requests allowed after user-interaction.

SafeFrames

DFP serves HTML5 bundles in SafeFrame iFrames. This is not optional.

VIDEO NOTES

Adaptive bitrate streaming

HTML5 does not support streaming video, but it can simulate a streaming experience using adaptive bitrate streaming technologies such as HLS and MPEG-DASH. Formatting files for adaptive bitrate streaming enables a smoother viewer experience. Adaptive bitrate streaming uses short fragments (2-3 seconds) of the video at different quality levels and stores them in a playlist file such as M3U8. During playback, the player detects bandwidth at the start of each fragment and plays the fragment at the quality level best suited to the bandwidth and player environment. Common protocols for adaptive bitrate streaming include HTTP Live Streaming (HLS) in the US and MPEG-DASH in the EU.

Required for ads with video

Video may omit controls until user initiates interaction. Upon user interaction, video controls must include Play, Pause, Mute or volume control to zero (0) output for videos that expand out of initial ad upon interaction. For auto play videos that play in banner only Mute or volume control to zero(0) is required.

HTML5 video controls

To improve performance and reduce file size, use control attributes in the HTML5 video tag for controls instead of providing custom assets for displaying controls.

Video format:

At a minimum, the MP4/H.264 file format should be provided.

Audio

Must be user-initiated. To allow for audio initiation in videos without player controls, a control may be included for user to initiate audio.