

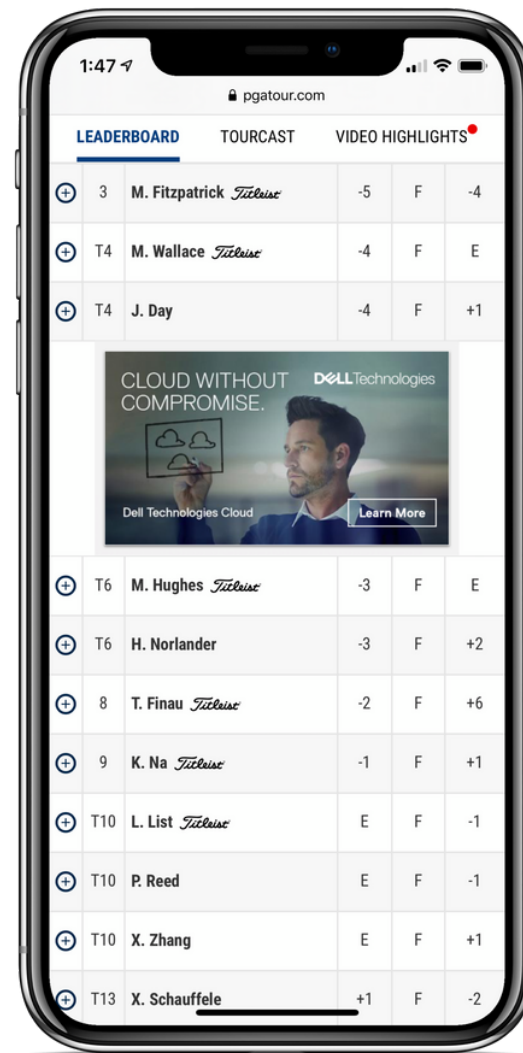


PULL

Specifications & Style Guide

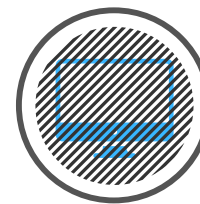


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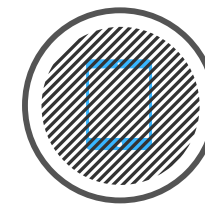


WHAT ARE YOU GETTING?

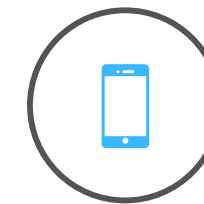
The Pull format is an in-content placement and part of our patent-pending position aware formats. This means that the ad format actually knows where it is at on the page and can deliver different images at different points: a first image when its at the bottom third of your view, a middle image at the center, and a final image at the top. Brands often use this to establish basic narrative and deliver their messaging in a before-and-after or beginning, middle, end format.



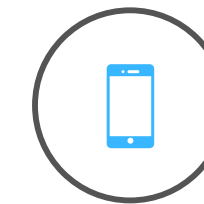
Desktop



Tablet



Mobile
Web



Mobile
App

PULL SPECS

IMAGE

Provide 3 images (top, middle & bottom)
Allowed image formats: JPG, JPEG, GIF, PNG
Image height: 304 pixels
Image width: 540 pixels
Max image file size: 500KB

OVERLAY IMAGE (OPTIONAL)

Allowed image formats: GIF, PNG
Image height: 304 pixels
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