

mobyD

The Mobile Advertising Marketplace

Mobile Advertising Guidelines

www.mobyd.com





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n.º 103, ed. i, 3.01

1300-501 Lisboa | Portugal

Mobile Web Banner Ad Units

Name	Technical Specifications	Sample Creative (proportional dimensions)
XX-Large Image Banner	<p>\ 320 x 50 pixels</p> <p>Universal unit:</p> <ul style="list-style-type: none"> ■ GIF, PNG, JPEG for still image ■ < 10 KB file size <p>Supplemental unit:</p> <ul style="list-style-type: none"> ■ Animated GIF for animation ■ < 15 KB file size 	
X-Large Image Banner	<p>\ 300 x 50 pixels</p> <p>Universal unit:</p> <ul style="list-style-type: none"> ■ GIF, PNG, JPEG for still image ■ < 10 KB file size <p>Supplemental unit:</p> <ul style="list-style-type: none"> ■ Animated GIF for animation ■ < 15 KB file size 	
X-Large High Image Banner	<p>\ 300 x 75 pixels</p> <p>Universal unit:</p> <ul style="list-style-type: none"> ■ GIF, PNG, JPEG for still image ■ < 10 KB file size <p>Supplemental unit:</p> <ul style="list-style-type: none"> ■ Animated GIF for animation ■ < 15 KB file size 	
Large Image Banner	<p>\ 216 x 36 pixels</p> <p>Universal unit:</p> <ul style="list-style-type: none"> ■ GIF, PNG, JPEG for still image ■ < 6 KB file size <p>Supplemental unit:</p> <ul style="list-style-type: none"> ■ Animated GIF for animation ■ < 9 KB file size 	

*Source: MMA

Name	Technical Specifications	Sample Creative (proportional dimensions)
Large High Image Banner	<p>\ 216 x 54 pixels</p> <p>Universal unit:</p> <ul style="list-style-type: none"> ■ GIF, PNG, JPEG for still image ■ < 6 KB file size <p>Supplemental unit:</p> <ul style="list-style-type: none"> ■ Animated GIF for animation ■ < 9 KB file size 	
Medium Image Banner	<p>\ 168 x 28 pixels</p> <p>Universal unit:</p> <ul style="list-style-type: none"> ■ GIF, PNG, JPEG for still image ■ < 4 KB file size <p>Supplemental unit:</p> <ul style="list-style-type: none"> ■ Animated GIF for animation ■ < 6 KB file size 	
Medium High Image Banner	<p>168 x 42 pixels</p> <p>\ Universal unit:</p> <ul style="list-style-type: none"> ■ GIF, PNG, JPEG for still image ■ < 4 KB file size <p>Supplemental unit:</p> <ul style="list-style-type: none"> ■ Animated GIF for animation ■ < 6 KB file size 	
Small Image Banner	<p>\ 120 x 20 pixels</p> <p>Universal unit:</p> <ul style="list-style-type: none"> ■ GIF, PNG, JPEG for still image ■ < 2 KB file size <p>Supplemental unit:</p> <ul style="list-style-type: none"> ■ Animated GIF for animation ■ < 3 KB file size 	
Small High Image Banner	<p>\ 120 x 30 pixels</p> <p>Universal unit:</p> <ul style="list-style-type: none"> ■ GIF, PNG, JPEG for still image ■ < 2 KB file size <p>Supplemental unit:</p> <ul style="list-style-type: none"> ■ Animated GIF for animation ■ < 3 KB file size 	

*Source: MMA

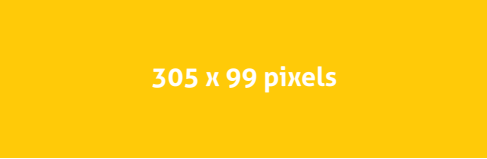
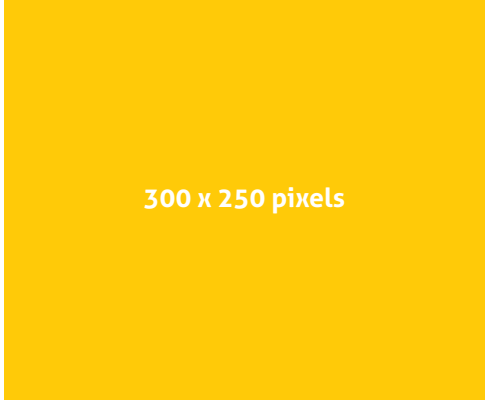
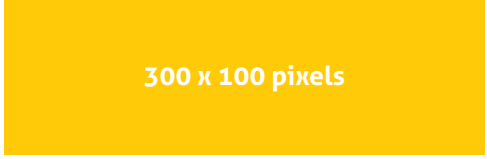
Specification Components

- \ Dimensions See Table above. Establishing guidelines for Mobile Ad unit dimensions has several benefits:
 - Limiting the amount of distinct dimensions reduces the amount of time and resources spent on creative production.
 - The Dimensions selected have been carefully chosen to provide a good fit for the majority of mobile phones.

- \ Media Formats The recommended formats for Mobile Web Banner Ads are:
 - GIF, PNG or JPEG as universal formats for still images.
 - GIF for animated images.

- \ File Size The maximum graphic file size is dependent on the size of banner chosen. Table 1 provides the maximum file size recommendations across all of the banner ad units sizes.

Smartphone Ad Guidelines

Name	Technical Specifications	Sample Creative (proportional dimensions)
	<p>\ 305 x 99 pixels</p> <p>Universal unit:</p> <ul style="list-style-type: none"> ■ GIF, PNG, JPEG for still image and animated ■ < 40 KB file size 	 <p>305 x 99 pixels</p>
Medium Rectangle	<p>\ 300 x 250 pixels</p> <p>Universal unit:</p> <ul style="list-style-type: none"> ■ GIF, PNG, JPEG for still image and animated ■ < 75 KB file size 	 <p>300 x 250 pixels</p>
	<p>\ 300 x 100 pixels</p> <p>Universal unit:</p> <ul style="list-style-type: none"> ■ GIF, PNG, JPEG for still image and animated ■ < 75 KB file size 	 <p>300 x 100 pixels</p>

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