

Interstitial App

Description:	<p>The Interstitial App delivers a 320x480 interstitial placement. Interstitial collapses after 10 seconds unless user interacts with the ad.</p> <p>For Mapquest the unit appears upon completion of route.</p>
Demo:	Click here to view demo
Spec Classification:	Mobile
Spec Placement:	MapQuest Style Me Pretty
Width:	320
Height:	480
File Type:	HTML5
Total File Size:	250K (includes initial, polite and support)
Backup Image Submission Guidelines:	Tag must always deliver either a primary experience or acceptable backup for instances when the user's browser does not support creative functionality (e.g. Flash, HTML5, JavaScript).
1x1 Black Border Required:	Creatives without borders must have high contrast background color that does not mimic the background color of the page or app
Z-Index Guidelines:	Click here for z-index range
Close Button Requirements:	Mapquest only: Mandatory close button in upper right corner of creative
Video File Type:	.avi; .mov; .mp4

Third Party Serving:

- Celtra
- Millennial Media

Third Party Tracking:

Accepted

Submission Guidelines:

10 business days prior to launch

Key Creative Guidelines:

- High-Res creatives should be submitted as 640x960
- Mapquest requirements:
 - Open: Interstitial opens each time user completes a route
 - Close: User tap "x" to close
 - MapQuest requires SSL ad serving.
 - Both ads and tracking tags must be SSL compliant
 - Ads that are not SSL compliant will not be accepted
 - All 3rd party content must serve SSL (https) compliant ads