

Millennial 3rd Party Rich Media Banners [Features Multiple Banner Ad Dimensions]

Description:	A rich banner ad is an ad unit that can incorporate rich media features. The ad unit can utilize functions such as the accelerometer, HTML5 animation, countdown, location aware, dynamic feeds, etc. and link to a wide variety of actions, including a mobile site, app store, video, etc.	
Spec Classification:	Mobile Rich Media Tablet	
Spec Placement:	Millennial Media	
File Type:	Only ad units supplied by approved third party rich media vendors are accepted. Raw code files (HTML, JS, CSS, etc.) are currently not accepted	
Total File Size:	20-50KB depending on art size (see key creative guidelines below)	
Max Animation Time:	:15 Seconds max	
Third Party Serving:	Accepted	
Key Creative Guidelines:	Ad Dimensions	Max File Size
	300 x 250	50 KB
	728 x 90	50 KB
	480 x 75	25 KB
	480 x 60	25 KB
	320 x 50	25 KB
	300 x 50	20 KB
	3rd Party Served	

- All file size limitations apply to font, image, audio, and video files only. Javascript libraries delivered via a CDN are excluded from a file weight
- Only ad units supplied by approved third party rich media vendors are accepted. Raw code files (HTML, JS, CSS, etc.) are currently not accepted
- Use of high res images depends on capabilities of the vendor
- For audience targeted campaigns please work with the rich media vendor to implement ad choices icon

Availability

- Smartphone: iPhone, Android, iPod Touch
- Tablet: iPad, Android Tablet

Placement

In-browser, In-app

Safe Content Area

To consider button placements and varying screen sizes, constrain all necessary information into the provided safe content area when designing the end card. The space outside of the safe content area should act as a bleed that may be cropped into according to screen size.

Metrics

- Provided by 3rd party vendor

Supported Countries:

BR
CA
IT
UK
US

Additional docs:



[3rdPartyServed-RichBanner-en.pdf](#)



[3rdPartyServed-FULL-pt_MM_Portuguese.PDF](#)