

**Millennial Media Expandable Banner - Smartphone [3rd Party]**

|                                    |   |
|------------------------------------|---|
| <b>Description:</b>                | The expandable banner loads as a banner and expands to an interactive full-page ad unit when tapped. When collapsed (closed), it returns to the same content page and original banner size.   |
| <b>Spec Classification:</b>        | Mobile<br>Rich Media  |
| <b>Spec Placement:</b>             | Millennial Media  |
| <b>Width:</b>                      | 320   |
| <b>Height:</b>                     | 50  |
| <b>File Type:</b>                  | Only ad units supplied by approved third party rich media vendors are accepted. Raw code files (HTML, JS, CSS, etc.) are currently not accepted   |
| <b>Total File Size:</b>            | 500 KB  |
| <b>Max Initial Load File Size:</b> | 150 KB  |
| <b>Max Animation Time:</b>         | :15 Seconds max   |
| <b>Expanded Ad Dimensions:</b>     | Portrait: 320x568 Landscape: 568x320  |
| <b>Third Party Serving:</b>        | Accepted  |
| <b>Key Creative Guidelines:</b>    | <b>3rd Party Served</b> <ul style="list-style-type: none"><li>- 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</li><li>- Only ad units supplied by approved third party rich media vendors are accepted. Raw code files (HTML, JS, CSS, etc.) are currently not accepted</li></ul> |

- Use of high res images depends on capabilities of the vendor
- Content Safe Area only applies to fixed designs. Responsive design is encouraged but dependent on the 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

#### **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-ExpandableBanner-smartphone-en.pdf](#)



[3rdPartyServed-FULL-pt\\_MM\\_Portuguese.PDF](#)