

## Millennial Media Interstitial - Smartphone [3rd Party]

<b>Description:</b>	The interstitial unit is an interactive full-page ad unit. An interstitial is loaded in-between content (such as game levels or web pages). When collapsed (closed), the user's expected content loads.
<b>Spec Classification:</b>	Mobile Rich Media
<b>Spec Placement:</b>	Millennial Media
<b>Width:</b>	320
<b>Height:</b>	568
<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>Third Party Serving:</b>	Accepted
<b>Key Creative Guidelines:</b>	<p><b>3rd Party Served</b></p> <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><li>- Use of high res images depends on capabilities of the vendor</li><li>- Content Safe Area only applies to fixed designs. Responsive design is encouraged but dependent on the capabilities of the vendor</li><li>- For audience targeted campaigns please work with the rich media vendor to implement ad choices icon</li></ul> <p><b>Availability</b></p>

- 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-Interstitial-smartphone-en.pdf](#)  
 [3rdPartyServed-FULL-pt\\_MM\\_Portuguese.PDF](#)