

Millennial Media Interstitial - Smartphone [3rd Party]

Description:	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.
Spec Classification:	Mobile Rich Media
Spec Placement:	Millennial Media
Width:	320
Height:	568
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:	500 KB
Max Initial Load File Size:	150 KB
Third Party Serving:	Accepted
Key Creative Guidelines:	<p>3rd Party Served</p> <ul style="list-style-type: none">- 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- 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 <p>Availability</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](#)