

Millennial Media Expandable Banner - Smartphone [Site Served]

Description:	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.
Spec Classification:	Mobile Rich Media
Spec Placement:	Millennial Media
Width:	320
Height:	50
File Type:	Layered PSDs for each design orientation. Landscape creative is strongly recommended. All file size limitations apply to font, image, audio, and video files only.
Total File Size:	500 KB
Max Initial Load File Size:	150 KB
Max Animation Time:	:15 Seconds max
Expanded Ad Dimensions:	Portrait: 320x568 Landscape: 568x320
Third Party Serving:	Site served only
Third Party Tracking:	Accepted
Key Creative Guidelines:	File Format Layered PSD

[Download Smartphone Portrait PSD Template](#)

[Download Smartphone Landscape PSD Template](#)

Availability

- 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

- Ad impressions, clicks, rich media engagements

Supported Countries:

BR

CA

IT

UK

US

Additional docs:



[SiteServed-ExpandableBanner-smartphone-en.pdf](#)



[SiteServed-FULL-pt_MM_Portuguese.PDF](#)