

Millennial Media Expandable Banner - Tablet [Site Served]

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|------------------------------------|---|
| 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: | Rich Media Tablet |
| Spec Placement: | Millennial Media |
| Width: | 300 |
| Height: | 250 |
| 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: | 1 MB |
| Max Initial Load File Size: | 300 KB |
| Max Animation Time: | 15 Seconds Max |
| Expanded Ad Dimensions: | Portrait: 768x1024 Landscape: 1024x768 |
| Third Party Serving: | Site served only |
| Third Party Tracking: | Accepted |

Key Creative Guidelines:**File Format**

Layered PSD

[Download Tablet Portrait PSD Template](#)

[Download Tablet 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-tablet-en.pdf](#)



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