

Millennial Media Interstitial - Smartphone [Site Served]

Description:	<p>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.</p> <p>NOTE: The 320x568 Interstitial is available via ONE Display on Millennial Media Inventory ONLY.</p>
Spec Classification:	Mobile Rich Media
Spec Placement:	Millennial Media One by AOL: Display
Width:	320
Height:	568
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
Expanded Ad Dimensions:	Portrait: 320x568 Landscape: 568x320
Third Party Serving:	Site served only
Third Party Tracking:	Accepted
Key Creative Guidelines:	File Type

Layered PSD

[Download Smartphone Portrait PSD Template](#)

[Download Smartphone Landscape PSD Template](#)

Availability

- Smartphone: iPhone, Android

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-Interstitial-smartphone-en.pdf](#)



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