

Millennial Media Interstitial - Tablet [Site Served]

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:	Rich Media Tablet
Spec Placement:	Millennial Media
Width:	768
Height:	1 024
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
Expanded Ad Dimensions:	Portrait: 768x1024 Landscape: 1024x768
Third Party Serving:	Site served only
Third Party Tracking:	Accepted
Key Creative Guidelines:	File Type 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-Interstitial-tablet-en.pdf](#)



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