

Millennial Site Served Rich Media Banners [Features Multiple Banner Ad Dimensions]

Description:

A rich banner ad is an ad unit that can incorporate rich media features. The ad unit can utilize functions such as the accelerometer, HTML5 animation, countdown, location aware, dynamic feeds, etc. and link to a wide variety of actions, including a mobile site, app store, video, etc.

Spec Classification:

Mobile
Rich Media
Tablet

Spec Placement:

Millennial Media

File Type:

Layered PSD

Total File Size:

50 KB

Max Animation Time:

15 Seconds Max (regardless of number of loops)

Third Party Serving:

Site served only

Third Party Tracking:

Accepted

Key Creative Guidelines:
Creative

| Ad Dimensions | Image Dimensions | | Max File Size |
|----------------|------------------|----------|---------------|
| | Lo-res | High-res | |
| 300x250 | 300x250 | 600x500 | 50 KB |
| 728x90 | 728x90 | 1456x180 | 50 KB |
| 480x75 | 480x75 | 960x150 | 25 KB |
| 480x60 | 480x60 | 960x120 | 25 KB |
| 320x50 | 320x50 | 640x100 | 25 KB |
| 300x50 | 300x50 | 600x100 | 20 KB |

DAA Ad Marker

Appears in the top left 15x15 pixel corner by default.

Raw Assets Delivery**File Format**

Layered PSD

[Download Smartphone Portrait PSD Template](#)

[Download Smartphone Landscape PSD Template](#)

[Download Tablet Portrait PSD Template](#)

[Download Tablet Landscape PSD Template](#)

Availability

- Smartphone: iPhone, Android
- Tablet: iPad, Android Tablet

Placement

In-app only

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-RichBanner-en.pdf](#)



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