

Millennial Media Parallel Video - Smartphone [Site Served]

Description:	The banner ad loads in a banner placement and the collapsed video slides onto the bottom right corner of the screen. The video expands to a full-page ad unit when tapped or swiped upward. When collapsed (minimized), it returns to the same content page, original banner size, and the video returns to the bottom right corner until swiped left to remove the video from the display.
Spec Classification:	In-Stream/Video Mobile Rich Media
Spec Placement:	Millennial Media
Width:	320
Height:	50
File Type:	Layered PSDs for expanded portrait design. Layered PSDs for banner.
Total File Size:	150 KB
Max Initial Load File Size:	25 KB
Video File Type:	Format: MP4 or MOV Encoding: H.264 encoding
Max Video File Weight:	5 MB
Third Party Serving:	Site served only
Third Party Tracking:	Accepted
Key Creative Guidelines:	Raw Assets Delivery

File Format

Layered PSDs for expanded portrait design

Layered PSDs for banner

Video

- Aspect Ratio:
 - Standard 16:9 (preferred) or 3:2
- Bit Rate: 5MB
- Frame Rate: 30fps preferred
- Audio: AAC

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
- Video impressions
- Video Quartiles (25%, 50%, 75%, 100%)
- Multiple tracking pixels supported

Guardrails

- 1 click-thru supported on banner and expanded view
- No additional rich media functionality (e.g. animation, galleries, games, etc.)

Video Lightbox units are site served only

Supported Countries:

BR
CA
IT
UK
US

Additional docs:

-  [SiteServed-ParallelVideo-smartphone-English.pdf](#)
-  [SiteServed-ParallelVideo-smartphone-French.pdf](#)
-  [SiteServed-ParallelVideo-smartphone-German.pdf](#)
-  [SiteServed-FULL-pt_MM_Portuguese.PDF](#)