

In-Feed Mobile

Description:

Build once and scale everywhere - deliver data-driven and relevant native ad experiences at scale. Bring efficiency, audience targeting and the ability to scale across varied inventory sources to deliver higher performing more engaging ad experiences

Available on:

- Devices
 - iPhone, Android Smartphone, iPod Touch
 - iPad, Android Tablet
- Placements
 - In-App

Supported countries:

- ONE by AOL: Mobile (Millennial Media): US, CA APAC, LATAM, EMEA
- ONE by AOL: Display: US, CAN, BR, DE, IT, JP, SG, SK, Middle East, AU, MEX, CO, HN

Mock:



Spec Classification:

Mobile
Native
Tablet

Spec Placement: Millennial Media
One by AOL: Display

File Type: In-Feed

Backup Image Submission Guidelines: Tag must always deliver either a primary experience or acceptable backup for instances when the user's browser does not support creative functionality (e.g. Flash, HTML5, JavaScript).

Z-Index Guidelines: [Click here for z-index range](#)

Third Party Serving: No

Third Party Tracking: Yes

Key Creative Guidelines:

Image File Format

- JPG
- PNG
- GIF
- Animated GIF

URL

- Cannot exceed 256 characters

Icon image

- Dimensions: 240 x 240
- Max File Size: 500 KB

Main image

- Dimensions: 1200 x 627
- Max File Size: 500 KB

Title Text

- 25 characters

Body Text

- 100 characters

Call-to-Action Text

- 15 characters


Optional

- App store star rating
 - Number between 1 and 5 (.5 increments accepted)

Supported Countries: BR
CA
DE
IT
JP
US

Additional docs:

 [3rdPartyServed-FULL-pt_MM_Portuguese.PDF](#)

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