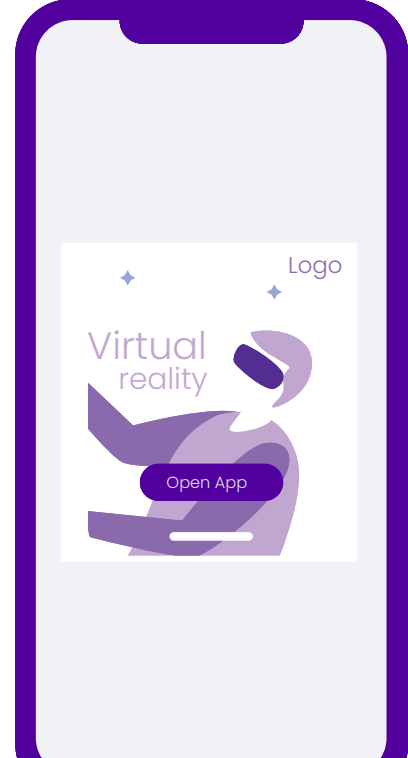


Standard and Text Ad Specifications

STANDARD BANNER

A standard banner ad is an ad unit that can be either static or animated, and placed within a publisher's specified ad content area around their live mobile content.

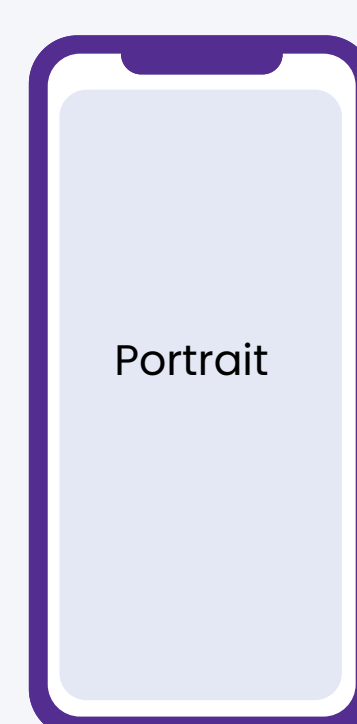


Ad Format	Dimensions	Supported Files	File Size
Standard Banner	320x50	JPG, JPEG, Animated GIF	Max 150KB
	300x50		
	300x250		
	728x90		

STATIC INTERSTITIAL

An interstitial ad 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.

Ad Format	Dimensions	Supported Files	File Size
Interstitials	480 x 320	JPG, JPEG,	Max 150KB
	568 x 320		
	1024 x 768		
	320 x 480	JPG, JPEG,	Max 150KB
	320 x 568		
	768 x 1024		



NATIVE

A native ad is a format of advertising that takes advantage of the form and function of the surrounding user experiences, all of which are indigenous to the wide variety of mobile devices.



Ad Format	Dimensions	Supported Files	File Size
Native	1200 x 627	JPG, JPEG	Max 150KB
Logo	180 x 180	JPG, JPEG	Max 150KB

Video Ad Spec

FULLSCREEN VIDEO

Fullscreen video (interstitial video) are ads that appear between two content pages. Also known as transition ads, inter-commercial ads, and splash pages. Other terms such as in-page, and mobile pre-roll appear in the context of mobile interstitials or ads that have 100% share of voice/screen.

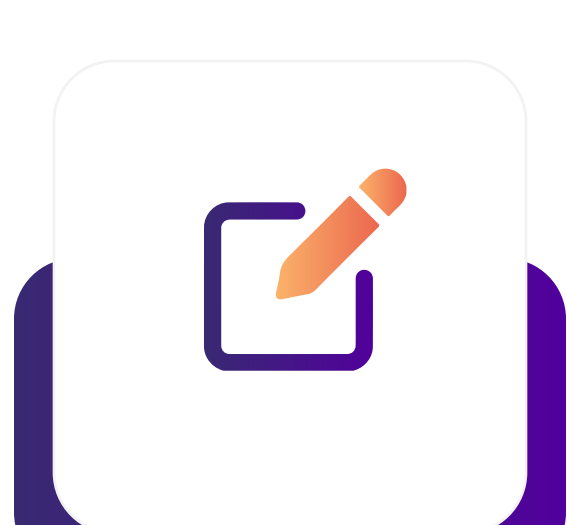
Ad Format	Dimensions	Supported Files	File Size	Video Duration
Fullscreen	320 x 480	MP4 file	Max 35MB	Min 5, Max 60 seconds
	768 x 1024			
	720 x 1280			
	1080 x 1920			
	480 x 320	MP4 file	Max 35MB	Min 5, Max 60 seconds
	1024 x 768			
	1280 x 720			
	1920 x 1080			

Custom Content Creation with mDSP Studios

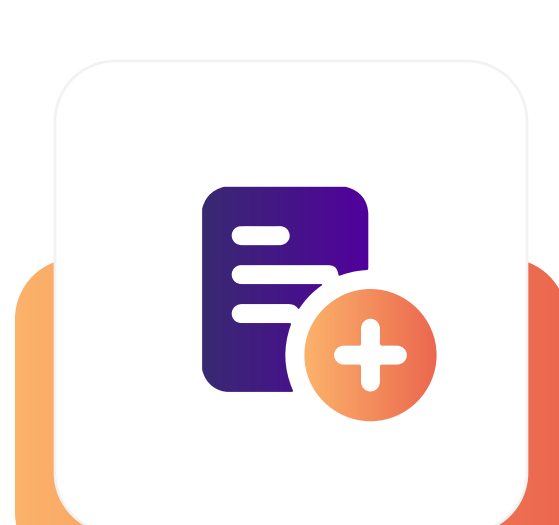


CAPABILITIES

Fullscreen video (interstitial video) are ads that appear between two content pages. Also known as transition ads, inter-commercial ads, and splash pages. Other terms such as in-page, and mobile pre-roll appear in the context of mobile interstitials or ads that have 100% share of voice/screen.

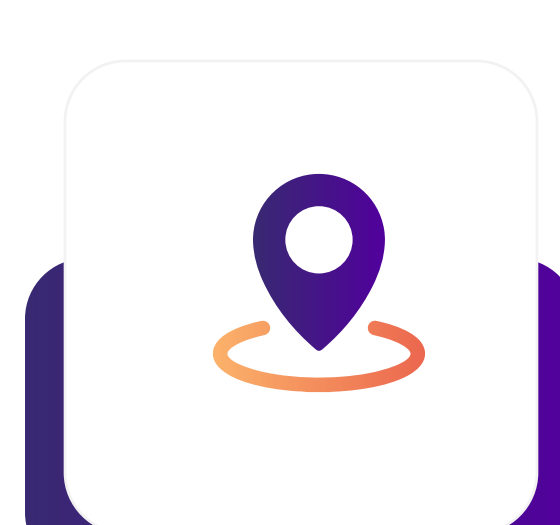


Edit existing materials

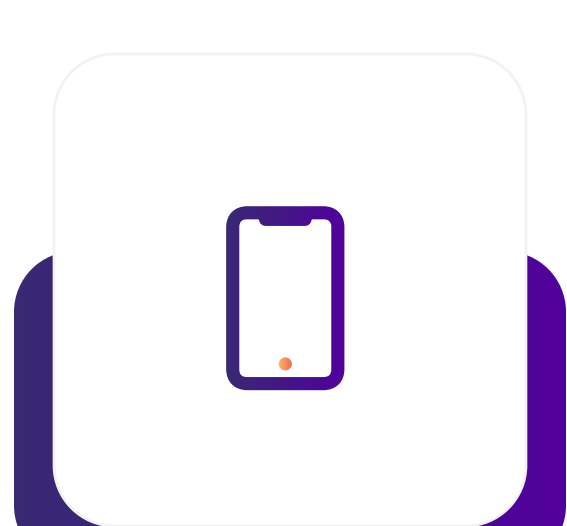


Create new materials

- Video ads – portrait/landscape, trailer/game play.

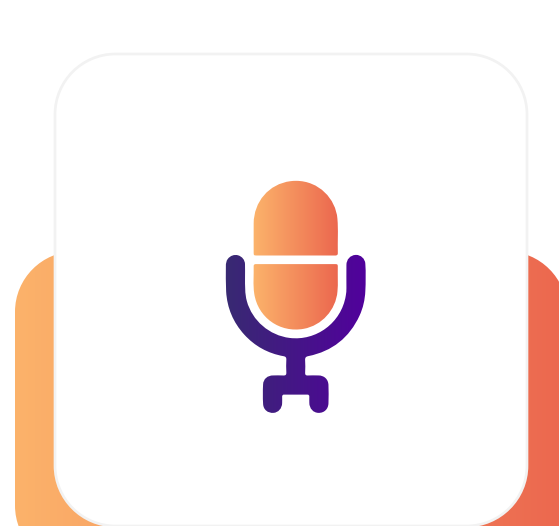


Localization



Mockups

- Proposal for clients for different promotion types.
- Proposal for partners of different placement formats.
- Simulation of ad placements.



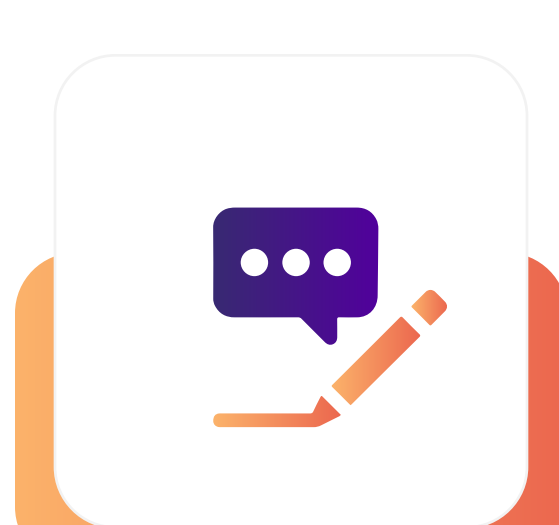
Audio voiceover

- Providing the script, the recording, and the layover to the video.



Real actors promoting the product

- Using real people describing the advertisers' service/app/product/brand.



Copywriting

- Content for the ads/videos/promotional materials.