



MOBILE AD SPEC GUIDELINES



Frontline Digital 2020

Smartphone | Display

IMAGE BANNERS

| | Retina* | Standard | Retina* | Standard |
|-----------|----------|----------|----------|----------|
| Dimension | 640x100 | 320x50 | 600x500 | 300x250 |
| File Size | 40KB max | 20KB max | 70KB max | 40KB max |

GIF Animation

- We recommend no more than 3 seconds per loop
- Animation on 300x250 is not recommended due to file size limitations

File Format: PNG / JPG / GIF

** Retina display banners are not recommended to ensure proper ad serving

DYNAMIC DISTANCE

Distance overlay is a dynamically populated text that indicates how far the user is from the nearest business location.

e.g.: "2.22 mi away", "Nearest location is 2.22 mi away"

Font

- Character: Arial, Helvetica, Georgia, Times New Roman
- Weight: regular, bold, italic, bold italic
- Color: provide hex color code
- Size: 9 points minimum

Space Requirement

Allow space for up to 35 characters

Location List

Business name (if available), address, city, state, zip (without +4), and phone number

File Format: XLS / CSV



320x50



300x250

Tablet | Display

IMAGE BANNERS

| | Retina* | Standard | Retina* | Standard |
|-----------|----------|----------|----------|----------|
| Dimension | 600x500 | 300x250 | 1456x180 | 728x90 |
| File Size | 70KB max | 40KB max | 70KB max | 40KB max |

GIF Animation

- Animation on tablet ads is not recommended due to file size limitations

File Format: PNG / JPG / GIF

** Retina display banners are not recommended to ensure proper ad serving

DYNAMIC DISTANCE

Distance Overlay is a dynamically populated text that indicates how far the user is from the nearest business location.

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Location List

Business name (if available), address, city, state, zip (without +4), and phone number

File format: XLS / CSV



728x90



300x250

Interstitials

STATIC IMAGES

Smartphone

| | Retina* | Standard |
|------------------|-----------|----------|
| Dimension | 640x90 | 320x480 |
| File Size | 140KB max | 70KB max |

NOTE: No GIF animation is allowed

Tablet

| | Retina* | Standard |
|------------------|------------|------------|
| Dimension | 1536x2048 | 768x1024 |
| File Size | 350 KB max | 180 KB max |

*Retina sizes are not recommended to ensure proper ad serving

RICH MEDIA

Smartphone

| Portrait |
|----------|
| 384x615* |

Tablet

| Portrait | Landscape |
|----------|-----------|
| 768x1024 | 1024x768 |

*Rich media ad units are responsive and scales to various screen sizes

NOTE: Dynamic distance overlay can be applied to static and Rich Media interstitials

VIDEO

- **Length*** 15 to 30 seconds
- **Dimensions** No size restriction. Preferred aspect ratio is 16:9
- **File Size** < 5MB, Bitrate of 512 kbps or lower
- **Tags** VAST 2.0, VAST 3.0 (VPAID also accepted)
- **Certified Tag Partners** See next page

NOTE: No GIF animation is allowed Interstitials

* Check for feasibility if an alternate video length is needed

Tags

| Vendor Name | Standard | Landing Page | Script | VAST |
|------------------------|----------|--------------|--------|------|
| Aarki | | | • | |
| Adform | • | • | • | |
| Atlas | • | • | | |
| Beinto | | | • | |
| Bonzai | | | • | |
| Bridgetrack | • | | • | |
| Celtra | | | • | • |
| Clipcentric | | | • | |
| DCM (DART/INS) | • | • | • | • |
| EyeReturn | | | • | |
| ExtremeReach | | | | • |
| Flashtalking | • | • | • | • |
| Goldspot | | | • | |
| IQ Mobile | • | | | |
| Innovid | | | | • |
| Jivox | | | • | |
| justAd | | | • | |
| Katana | | | • | |
| LIN Media | | | • | |
| Medialets | • | • | • | • |
| Mediamath | • | • | | |
| Mediaplex (Conversant) | • | • | | |
| Millward Brown | • | | • | |
| Mixpo | | | • | |
| Mookie | • | | | |
| Phluent | | | • | |
| Pointroll (Sizmek) | • | • | • | |
| S4-Nginx | • | | | |
| Sizmek | • | • | • | |
| Simplytics | | | • | |
| Vindico | | | | • |
| Weborama | | | • | |
| Zumobi | | | • | |

E-mail us for tag certification and questions