

Mobile Banner LBA Specs

FILE FORMATS

jpeg; png; gif; or 3rd party script tags for HTML 5 creative

FILE WEIGHTS

Suggested under 40KB

LENGTH

All animated creative should freeze after 30 seconds of animation

MINIMUM/MAXIMUM

Min: 100,000 impressions/mo

Max: 90 day campaign

BANNER SIZES

Required: 320x50

Other: 300x250, 320x480, 728x90, 300x50

