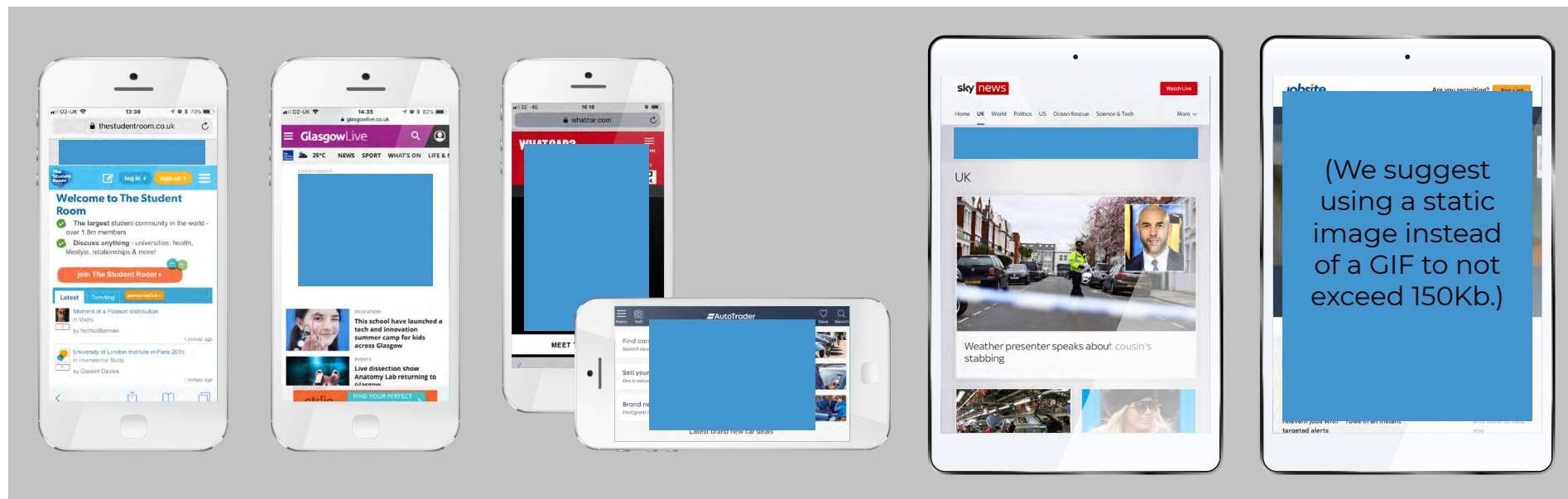


# Targeted Mobile Display Specification

## Artwork sizes:

Please supply artwork in each of the following formats.  
Each artwork must have a maximum file size of 150Kb.  
Artwork can be supplied in PNG, JPEG or GIF format.



### Wide Banner

320x50px (w/h)

### MPU

300x250px (w/h)

### Interstitial

320x480px

### Large Banner

728x90px (w/h)

### Tablet Interstitial

768x1024px (w/h)

## What we need:

- Target audience information:  
Demographic, geographic and behavioural (interests, activity etc.)
- Campaign start and end date
- **URL for the click through.**

**Lead time:** 24 hours to begin a campaign from receipt of artwork.

**Tracking links:** Please ensure if you would like to add click tracking links to your campaign this is sent across as your URL. Please note we **cannot** accept 3rd party tags on artwork.

Examples are for illustrative purposes only. The area shown in green indicates the size of artwork in situ, this is not to scale, please follow the measurements given.

fonemedia