

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.

The image displays five mobile devices illustrating different ad placements. Each device has a blue rectangular area indicating the ad size. The devices and their corresponding ad types are:

- Wide Banner:** A smartphone showing a banner at the top of a page.
- MPU:** A smartphone showing a mobile push notification.
- Interstitial:** A smartphone showing an ad between pages.
- Large Banner:** A tablet showing a large banner at the top of a page.
- Tablet Interstitial:** A tablet showing an ad between pages.

Below the devices, the ad types and their dimensions are listed:

Ad Type	Dimensions (w/h)
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 (town, 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.

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