



## Mobile & iPad Ad Specifications

Placement	Creative Size	Format	Max Initial File Load Size	Maximum Animation Length	Maximum Looping	Notes
<b>Mobile Web &amp; Smartphone Apps</b>						
iPhone, Android, Mobile Web	320x50	GIF, JPG, PNG	7k	:15 max	3 loops max	Banners can click through to a web URL or a landing page. May also include click-to-call capabilities.  3rd party tracking is supported.
iPhone, Android, Mobile Web	300x250	GIF, JPG, PNG	40k	:15 max	3 loops max	
<b>iPad App</b>						
Section Front	180x150	GIF, JPG, PNG, 3rd Party, Rich-Media	40k	:15 max	3 loops max	iPad banners can click through to a URL or landing page. Landing page size: LANDSCAPE 1024x728, PORTRAIT 768x984
In-Article Banner	300x250 or 300x600	GIF, JPG, PNG, 3rd Party, Rich-Media	40k	:15 max	3 loops max	
<b>App Video Ads</b>						
iPhone / Android Video Pre-roll	16:9 aspect ratio	.MP4, .MOV	1MB	:15 max	n/a	Can click through to a mobile-optimized URL or landing page. Bit rate: 600 kbps or higher Frame rate: 30 fps
iPad Video Pre-roll	16:9 aspect ratio	.MP4, .MOV	1.5MB	:15 max	n/a	Can click through to a URL or landing page. Bit rate: 600 kbps or higher Frame rate: 20 fps or higher

### Mobile Landing Page Specifications

#### Branding

- Page Title: 25 characters max
- Logo/Header Image: 250px x 85px, 15k max file size
- Headline: 20 characters max
- Message: 25 to 35 words recommended

#### Click-to-Call

- Page Title: 25 characters max
- Logo/Header Image: 250px x 85px, 15k max file size
- Headline: 20 characters max
- Message: 25 to 35 words recommended
- Click-to-Call Phone Number and Action Text