MOBILEMARKETINGASSOCIATION

Universal Mobile Ad Package

Version 1.0

Mobile Marketing Association

2.0 Mobile Web Banner Ad Units

Table 1: MMA Mobile Web Ad Guidelines Mobile Web Banner Ad Units		
Name	**Technical Specifications**	**Sample Creative (approx. dimension)**
XX-Large Image Banner	• 320 x 50 pixels **Universal unit:** • GIF, PNG, JPEG for still image • < 10 KB file size **Supplemental unit:** • Animated GIF for animation • < 15 KB file size	
X-Large Image Banner	• 300 x 50 pixels **Universal unit:** • GIF, PNG, JPEG for still image • < 10 KB file size **Supplemental unit:** • Animated GIF for animation • < 15 KB file size	
X-Large High Image Banner	• 300 x 75 pixels **Universal unit:** • GIF, PNG, JPEG for still image • < 10 KB file size **Supplemental unit:** • Animated GIF for animation • <15 KB file size	
Large Image Banner	• 216 x 36 pixels **Universal unit:** • GIF, PNG, JPEG for still image • < 6 KB file size **Supplemental unit:** • Animated GIF for animation • < 9 KB file size	
Large High Image Banner	• 216 x 54 pixels **Universal unit:** • GIF, PNG, JPEG for still image • < 6 KB file size **Supplemental unit:** • Animated GIF for animation • < 9 KB file size	

Medium Image Banner	• 168 x 28 pixels
	Universal unit:
	   • GIF, PNG, JPEG for still image
	   • < 4 KB file size
	Supplemental unit:
	   • Animated GIF for animation
	   • < 6 KB file size	

Medium High Image Banner	• 168 x 42 pixels
	Universal unit:
	   • GIF, PNG, JPEG for still image
	   • < 4 KB file size
	Supplemental unit:
	   • Animated GIF for animation
	   • < 6 KB file size	

Small Image Banner	• 120 x 20 pixels
	Universal unit:
	   • GIF, PNG, JPEG for still image
	   • < 2 KB file size
	Supplemental unit:
	   • Animated GIF for animation
	   • < 3 KB file size	

Small High Image Banner	• 120 x 30 pixels
	Universal unit:
	   • GIF, PNG, JPEG for still image
	   • < 2 KB file size
	Supplemental unit:
	   • Animated GIF for animation
	   • < 3 KB file size	

Text Tagline (optional)	• Up to 24 characters for X-Large • Up to 18 characters for Large • Up to 12 characters for Medium • Up to 10 characters for Small • Not used for XX-Large	Show Times Click Here

3.0   Mobile Application Banner Ad Units

3.1   Mobile Application Banner Ad Units (ref. Mobile Web Banner Ad Units in 2.0 above)

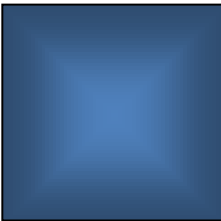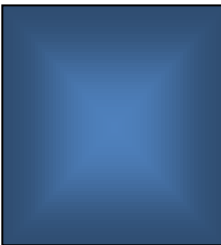### 3.2   Mobile Interstitial Banner Ad Units

300 pixel widths and below can be any landscape aspect ratio, landscape up to square

- X-Large Mobile Application Image (width 300 pixels)
- Large Mobile Application Image (width 216 pixels)
- Medium Mobile Application Image (width 168 pixels)
- Small Mobile Application Image (width 120 pixels)

320 pixel range, the following best practice is arising

- XX-Large Mobile Application Image (width 320 pixels) as per Table 2 below.

Table 2: XX-Large Mobile Application Interstitial Ad Units		
Name	**Technical Specifications**	**Sample Creative (approx. dimension)**
XX-Large Square Interstitial	• 320 x 320 pixels • GIF, PNG, JPEG for still image • < 40 KB file size	
XX-Large Extended Interstitial	• 320 x 350 pixels • GIF, PNG, JPEG for still image • < 40 KB file size	
XX-Large Portrait Interstitial	• 320 x 480 pixels • GIF, PNG, JPEG for still image • < 40 KB file size	