Mobile Marketing Association
Mobile Web Banner ("WAP") Advertising Specifications

Overview

The following document outlines the mobile web banner advertising specifications as developed by the Ad Standards Committee of the Mobile Marketing Association. The document contains the following information:

- Overview of WAP advertising units
- Technical Specifications
- Overview of WAP click through capabilities
- Nomenclature
- Examples of Companies Utilizing Guidelines Today

About the Mobile Marketing Association (MMA)

The Mobile Marketing Association is the premier global association that strives to stimulate the growth of mobile marketing, m-commerce and supporting technologies.
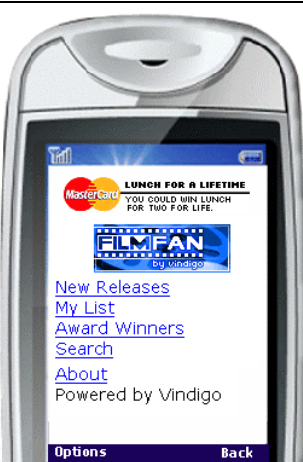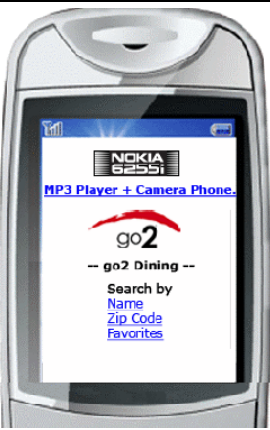
Information on the Mobile Marketing Association can be found at: www.mmaglobal.com

Ad Standards Committee

The Ad Standards Committee, of the Mobile Marketing Association, developed these standards in collaboration with representatives from: Enpocket, Nextel, The Weather Channel Interactive, Third Screen Media, Vindigo and Yahoo!

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Overview of WAP advertising units

Text Link

Graphic Banners

Graphic Banner with Text Link

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Technical Specs - WAP 1.X (wml)

Ad Unit	Technical Specifications	Sample Creative
Standard Text Banner	2 lines of text maximum 12-16 characters per line 32 characters total, including spaces	Family First!
Standard Image Banner	80 x 15 pixels - B & W, 1-bit bitmap < 200 bytes file size	LEXUS
Standard Image/Text Combination Banner	80 x 12 pixels - B&W, 1-bit bitmap - Text: 12-16 characters < 200 bytes files size	WACHOVIA Find ATM/Branch

WAP 2.X (xHTML)

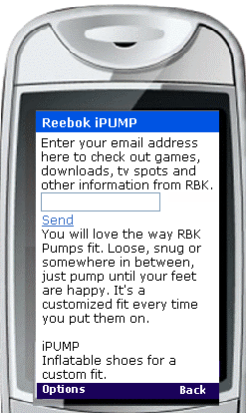| Ad Unit	Technical Specifications	Sample Creative
XL Image Banner	155x30 pixels <2k - Static .gif, .png or .jpg	Text VMars
Standard Image Banner	96 x 30 pixels 16 color .gif, .png or .jpg < 800 bytes file size	Text VMars
Default Image Banner	76x20 <2k - Static .gif, .png or .jpg	Text VMars
Standard Image/Text Combination Banner	96 x 16 pixels, 16 color .gif, .png or .jpg - Text: 12-16 character call to action < 800 bytes files size	VONAGE Low Phone Rates!

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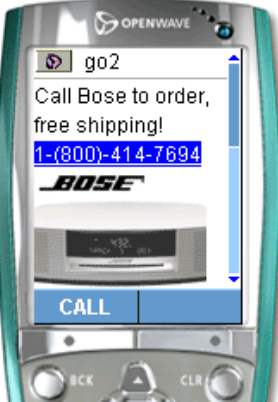
Overview of WAP click-through capabilities

When consumers click on any of these advertising units, they link to either a pre-published WAP site or a jump page with special feature, including:

- Externally hosted branded WAP site (ie www.KodakMobile.com)

- Jump Page WAP site with text and header image

- Direct response features including:
    – Click-to-call
    – Email opt-in
    – SMS opt-in
    – Location Finder (car dealer, store, restaurant)

Click-through Capabilities Specs

Jump Page Type	Technical Specifications	Sample Creative
Text Only	• **Header Image:** – 96 X 16 pixels – 16 color gif • **Text for Jump Page:** – 6 lines of text appear before user scrolls – 32 characters per line (including spaces)	
Email Opt-in	• **Header Image:** – 96 X 16 pixels – 16 color gif • **Text for Jump Page:** – 6 lines of text appear before user scrolls – 32 characters per line (including spaces) • **Email Opt-in:** – Text to send via email – Link for consumers to opt-out	

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Jump Page Type	Technical Specifications	Sample Creative
Click-to-Call	• **Header Image:** – 96 X 16 pixels – 16 color gif • **Text for Jump Page:** – 6 lines of text appear before user scrolls – 32 characters per line (including spaces) • **Click-to-Call:** – Phone number for users to call – Preferably specific number to track campaign	
SMS Opt-in	• **Header Image:** – 96 X 16 pixels – 16 color gif • **Text for Jump Page:** – 6 lines of text appear before user scrolls – 32 characters per line (including spaces) • **SMS Message:** – 160 character text message to be sent on a specific date/time	
Location Finder	• **Header Image:** – 96 X 16 pixels – 16 color gif • **Text for Jump Page:** – 6 lines of text appear before user scrolls – 32 characters per line (including spaces) • **Location Finder** – Business listings details	

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Nomenclature

General

Wireless Web – The common term for Internet use on a wireless phone. The wireless Web offers users the ability to do such things as play games and trivia, search for information, look up telephone numbers and addresses and do their banking and shopping, all on their wireless phone.

Handset – Manufacturer and model of phone (e.g, Motorola, LG, Samsung + model number)

Screen size – Amount of display space a particular handset offers

Carrier – The service provider for a particular handset or service plan (Verizon Wireless, Cingular, Sprint, Nextel, etc.)

Formats

WAP – **Wireless Application Protocol.** A protocol developed to allow efficient transmission of optimized Internet content to wireless phones. See Wireless Internet.

WAP 1.0 – WAP version 1 relied on the WML markup language and special protocols designed for ultra-efficient transmission of content to limited devices over limited connections.

WAP 2.0 – Relies on a whole new set of standards that have much more in common with Internet standards. Although not as efficient as WAP 1.x, more powerful devices and faster wireless technologies make this change possible, which has numerous advantages for publishers, enabling much more and more robust content to be available for mobile devices.

WAP Ad Components

Text Ad – A potentially clickable ad consisting of text only

Image Ad – A potentially clickable ad consisting of an image only

Combination Ad – A potentially clickable ad consisting of an image and text

SMS – A text message used to deliver relevant information or confirmation of participation in a particular campaign initiative once a consumer has opted-in to a particular offer.

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Jump Page – A secondary page a consumer is taken to once they click on an ad in order to give or receive additional information pertaining to the offer of interest

WAP Campaign Types

Branding – A non clickable ad that serves only to reinforce the advertiser's brand

Offer Based Ad – A clickable ad that typically has some type of offer

Click to Call – An ad where a call to an advertiser (Hyatt, Delta) can be made directly within the context of the jump page and not through dialing the actual number

Locator – An ad where a brick and mortar location for an advertiser (Radio Shack, Ford) can be identified based on proximity of the consumer or their preferred location

Coupon – An ad where a text coupon code can be delivered

Data Collection – An ad where an e-mail address or a phone number is collected by the advertiser in order for additional requested information (coupon, event details etc.) to be delivered to the recipient.

WAP Campaign Operations

Site Tagging – The process of a wireless web publisher inserting ad tags provided by a mobile campaign management platform into their content so that ads can be delivered.

Dynamic Ad Delivery – The process of a mobile ad being delivered through a campaign management platform to a publisher's mobile phone content based upon predetermined targeting criteria.

Placement – The area where an ad is located within a publisher's mobile content

Targeting – Various criteria to make the delivery of a mobile ad more precise (geographical, day parting, household income etc.)

Tracking – The ability to assess (typically in real time) the performance of a mobile campaign

Optimization – The process of modifying a campaign so it will perform more favorably for the advertiser

Reporting – The results of a campaign broken down my various criteria (impressions delivered, click-through rate etc.)

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Ad Measurement Criteria

Impression – Each individual page view on a mobile publisher's site

Click-through – Each time an ad is clicked on to take the consumer to a jump page for more information or to take advantage of an offer

Redemption – The number or percentage of consumers that actually took advantage of a particular offer

Acquisition Rate – Percentage of consumers that were "acquired" (typically refers to giving a phone number or e-mail address) for a particular campaign.

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Examples of Companies Utilizing Guidelines Today

The following companies currently comply with the guidelines outlined in this document:

Enpocket, Inc (www.enpocket.com)
- Enpocket Marketing Engine
  A mobile ad server that supports the MMA Mobile Web Banner Ad specifications.

Third Screen Media (www.thirdscreen.com)
- Third Screen Media's Windcaster platform enables the planning, buying and serving of mobile advertising campaigns that comply with the MMA Mobile Web banner guidelines. Publishers currently part of the the Third Screen Media network include:
  - After Dawn
  - Air Games Wireless
  - Big Wheel Creative
  - CBS Sportsline
  - ClubFone
  - Covert It
  - Go2
  - Hollywood.com
  - Jacksonville.com
  - Jolly Roger
  - MSN
  - New York Post
  - Restaurant Row
  - Salon
  - SkyNet MD
  - Sportsfeed
  - TV Guide
  - WAP ZIG
  - Weatherbug
  - Woap

Vindigo/Zingy (www.zingyinc.com)
- Vindigo, a leading publisher of mobile applications, uses 24/7 Real Media's Open Ad Stream to dynamically serve and track ads into our published WAP sites, including:
  - CelebrityNow by WireImage
  - FilmFan by Vindigo
  - Go2*
  - The Sporting News Fantasy Baseball
  - Vindigo Movies
  - Vindigo Restaurants
  - Zingy

* served by go2