

## Rich media mobile ad execution

### Design Requirements

**Dimensions:**

Ad unit: 300x50, 300x100, 300x250, 680x75, 728x90, 300x600

**Mobile:** Expanded ad unit: 640x960 (portrait format), and 960x434 (landscape format)

**Tablet:** Expanded ad unit: 768x904 (portrait format), and 1024x648 (landscape format)

**Desktop:** Expanded ad unit: 600x600

**Storyboard & Working Files**

Provide a download link for the working files/storyboard.

Formats accepted for the working files are:

- PSD (Photoshop)

The working file needs to contain all the fonts, images, buttons, logos, and any other assets required to build the ad.

### Further Requirements

**Video:**

Platform supports custom videos files.

Supported formats are AVI / .MOV / MP4.

File size: 2.2MB

### Available Functionalities

**360** (Swipe to rotate)

**Video:** (AVI/.MOV/MP4)

**Hotspots:** (Eg. tap on a hotspot to view more information)

**Enquiry Form:** (Name, Email, Phone number, Message, Etc)

**Animations:** (Slide in, Slide out, Fade in, Fade out, Spin, Scaling, Opacity)

**Photo Gallery:** (Swipe between photos. This can be full screen, image gallery or small carousel)

**Colour Selector:** (Selecting different colours on the same image)

**Social Elements:** (Facebook and Twitter only)

**Countdown Timer:** (Once timer reaches 0, you can give it an action, eg. start again / shake device.)

**Swipe/Tap/Shake:** (Eg. Shake device to go to next page / change colour)

**Reporting:** (Tracks all pages, buttons, interactive elements such as hotspots, 360, photo gallery, colour selector and video page) - **Not available to third party track**

**\*Please note:** 360 feature and hotspots will not work on the same page, you will need to have two separate pages, one for each feature). Maximum amount of functionalities per creative are 3, not including animations.

### Timeline & Delivery

Once the final assets have been provided, please allow up to 10 working days for the build to be completed.

Please provide third party click tags and third party impression tracking tags.

Once the build is complete, a preview link will be sent out for review and final approval.

Functionalities - Example

