

# Mobile Banner Ad

## SPECIFICATIONS

### Banner Ad Units:

All three different creative units are required to optimize visual layout of various devices.

- 320 x 53 (iPhone and Android)
- 300 x 50 (Blackberry)
- 216 x 36 (smaller, feature phone devices)

### FILE FORMAT:

- GIF, JPG, or PNG
- 40 KB maximum file size
- RGB or Indexed color



### Landing Page:

With any mobile banner ad sale, a click-thru URL is required. If your website is not mobile-friendly, we will build a mobile-friendly landing page.

### IF SUBMITTING ASSETS:

- Save image(s) as GIF, JPG, or PNG
- Supply the hex-color attributes for each desired color
- Supply the desired text/message of landing page

### LANDING PAGE CALL TO ACTION:

The custom landing page enables advertiser to continue the dialog with the user through various forms of engagement:

- Click to call
- Visit a site
- Invite to text back
- Offer a coupon

Landing Page Example:

Corresponding Banner Ad

**Image/logo (optional-attach as jpg)**

**Free Gift with Purchase**

**Edit headline offer here**

**Edit description/body text**

**Edit call to action**

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Call us today at (860) 555-5555 or Text "GIFT" to 21321