# Ad Units and Specs

2016

**Adsmovil**

MOBILE ADVERTISING SOLUTIONS

# Mobile ads Formats

| ☑ Display | | ☑ Video |
|---|---|---|

- ☐ **Standard**
- ☐ **Expandable**
- ☐ **Spin Cube**
- ☐ **Reveal**
- ☐ **Interscroller**
- ☐ **Interstitial**
- ☐ **Pull Banner**

- ☐ **In stream**
- ☐ **Vertical Video Interstitial**
- ☐ **In Content Video**
- ☐ **Video Interscroller**
- ☐ **360 video**
- ☐ **Sticky Video**

# Standard Banners

A **standard banner** ad is an ad unit that can be a static or animated image and placed within a publisher's specified ad content area around their live mobile content. The ad unit can link to a wide variety of actions, including a mobile site, app store, video, click to call, click to calendar, etc.

## Raw Assets Delivery

### File Format
- JPG
- PNG
- GIF
- Animated GIF
- Trackers
- 1x1 or tags java
- Site Served or 3er party served

## Availability

### Devices
- iPhone, Smartphones, iPod touch and feature phones.
- iPad, Android Tablet

### Placements
- In-Browser, In-App

## Metrics
- Ad Impressions
- Clicks
- Viewability
- 3rd party tracking accepted for all site served units via an approved vendor

**Animation** 15 Seconds Max with 3 loops. Must be delivered as an animated GIF

**Mobile** *320x50 px - 300x250 px*

**Tablet** *728x90 px - 468x60 px 300x250 px*

**Max File Size:** 50kb

# Spin Cube

The spin cube unit contains an animated 3-D cube that switches between 2-6 different pictures and videos. (each creative is one of the cube wall). Provides brands with broad inventory options to maximize reach and impact across an array of audiences and verticals. Provide a cohesive and comprehensive user-experience with all information and details just a tap away. A spin cube is loaded in-between content.

Click here for demo. Or Scan the QR code

**Availability**

Browser:
•IOS Safari, Android Browser, FireFox, Chrome.
• In-Browser
• Site Served

**Metrics**

•Ad Impressions, Clicks, CTR.
•3rd party tracking accepted for all site served units via an approved vendor.
•We need 1x1 trackers to build the ad unit in our RM platform.

**Raw Assets Delivery**

File Format
• Layered PSDs for each design orientation
• We recommend adding 6 creatives.
• All file size limitations apply to font, image, audio, and video files only

**Mobile** 300 x 300 px          **Low-res** 320 x 568 px     **High-res** 640x1136 px          Initial Load: 150kb  - Max Load: 500kb

# RichMedia Reveal

**RichMedia Reveal** format creatives contain a single unit with a dynamic vertical height that can be changed while it is displayed to users. The experience provided by the Reveal format is largely dependent on how you build your creative.

As a single-unit format with variable heights, Reveal enables you to create a sneak-peak view before opening the creative

### Availability

**Devices**
• iPhone, Android Smartphone, iPod Touch
**Placements**
• In-Browser
• Features click Here.

### Raw Assets Delivery

**File Format**
• Layered PSDs for each design orientation
• Landscape creative is strongly recommended
• All file size limitations apply to font, image, audio, and video files only

### Metrics

• Ad Impressions, Clicks, Engagements, time spend in the ad unit, viewability, click actions, page views, benchmarks, measure rate.
• 3rd party tracking accepted for all site served units via an approved vendor.
• We need 1x1 trackers to build the ad unit in our RM platform.

Click here for demo. Or Scan the QR code

**Mobile INTRO:** 320 x 150 px     **COLLAPSED:** 320x50    **EXPANDED:** 320x416         Initial Load: 150kb  - Max Load: 500kb

# RichMedia Interscroller

**The Interscroller format** is an inline, in-feed interstitial ad format. The creative comes into view as the user scrolls through the content on the publisher's website. Creative content appears "beneath" the publisher's content, fixed to the screen, and is revealed by a gap in the publisher content layer

The ad shows discreetly as the user is scrolling down without interrupting the user experience

Click here for demo. Or Scan the QR code

## Availability

Devices
- IOS 7
- In-Browser only.
- Features click Here.

## Raw Assets Delivery

File Format
- Layered PSDs for each design orientation
- All file size limitations apply to font, image, audio, and video files only

## Metrics

- Ad Impressions, Clicks, Engagements, time spend in the ad unit, viewability, click actions, page views, benchmarks, measure rate.
- 3rd party tracking accepted for all site served units via an approved vendor.
- We need 1x1 trackers to build the ad unit in our RM platform.
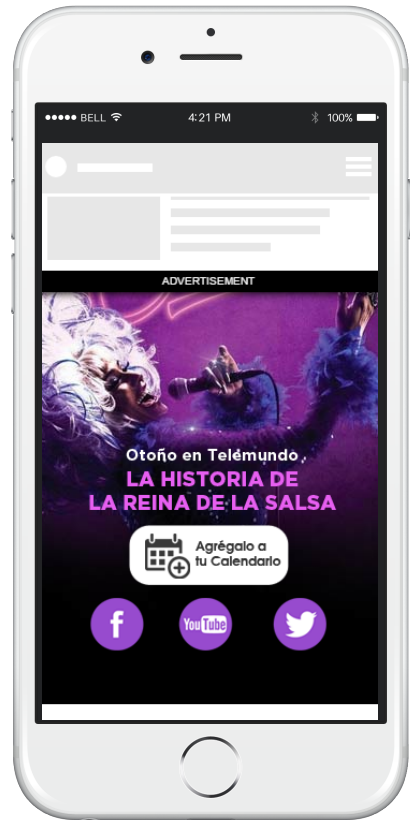
*Portrait* **Mobile** *320x480 px* **Tablet** *728x890 px*   *Landscape* **Mobile** *480x208 px* **Tablet** *728x315 px*

# RichMedia Interstitial Overlay

**The interstitial** unit is an interactive full-page or/and half page ad unit. An interstitial is loaded in-between content. When collapsed (closed), the user's expected content loads.

## Availability

**Devices**
- iPhone, Android Smartphone, iPod Touch Placements
- In-Browser
- Features click Here

## Raw Assets Delivery

**File Format**
- Layered PSDs for each design orientation
- Landscape creative is strongly recommended
- All file size limitations apply to font, image, audio, and video files only

## Metrics

- Ad Impressions, Clicks, Engagements, time spend in the ad unit, viewability, click actions, page views, benchmarks, measure rate.
- 3rd party tracking accepted for all site served units via an approved vendor.
- We need 1x1 trackers to build the ad unit in our RM platform.

*Portrait* **Mobile** *320x480 px  -  300x250px*

*Landscape* **Mobile** *568x320 – 300x250*

Max file size: 500kb

# RichMedia Expandable Banner

**The Expandable Banner** format is a two-unit format that consists of a banner unit and a full screen expanded unit. The Expandable loads as a banner and expands to an interactive full page ad unit when tapped. When collapsed (closed), it returns to the same content page and original banner size

Click here for demo. Or Scan the QR code

### Availability

Devices
- IPhone, android smartphone, iPod touch placements
  - In-browser, in-app
  - Site Served or 3er party Served
  - Feature click Here

### Raw Assets Delivery

File Format
- Layered PSDs for each design orientation
- Landscape creative is strongly recommended
- All file size limitations apply to font, image, audio, and video files only

### Metrics

- Ad Impressions, Clicks, Engagements, time spend, viewability, click actions, page views, benchmarks, measure rate.
- We need 1x1 trackers to build the ad unit in our RM platform.
- 3rd party tracking accepted for all site served units via an approved vendor.

Mobile **COLLAPSED:** *320x50 px* **EXPANDED:** *320x416px* Tablet **COLLAPSED:** *728x90 px* **EXPANDED:** *728x890px*

# RichMedia Slider

**The Slider Banner** format is an expandable banner that expands when users pull the slide handle across the banner. By default, the banner unit of the Slider banner is sticky and placed on top of publisher content. When users "slide" the ad horizontally in the specified direction, the expanded unit reveals from the side of the screen. When 50% of the creative is revealed, the remaining portion continues automatically. Users tap the close button to exit the expanded unit. The expanded unit is a full screen modal on mobile devices and fixed size.

**Availability**

**Devices**
•iPhone, Android
•In-Browser
•3er party Served
•Features click Here

**Raw Assets Delivery**
• Layered PSDs for each design orientation
• All file size limitations apply to font, image, audio, and video files only

**Metrics**

•Ad Impressions, Clicks, Engagements, time spend, viewability, click actions, page views, benchmarks, measure rate.
•We need 1x1 trackers to build the ad unit in our RM platform.
•3rd party tracking accepted for all site served units via an approved vendor.
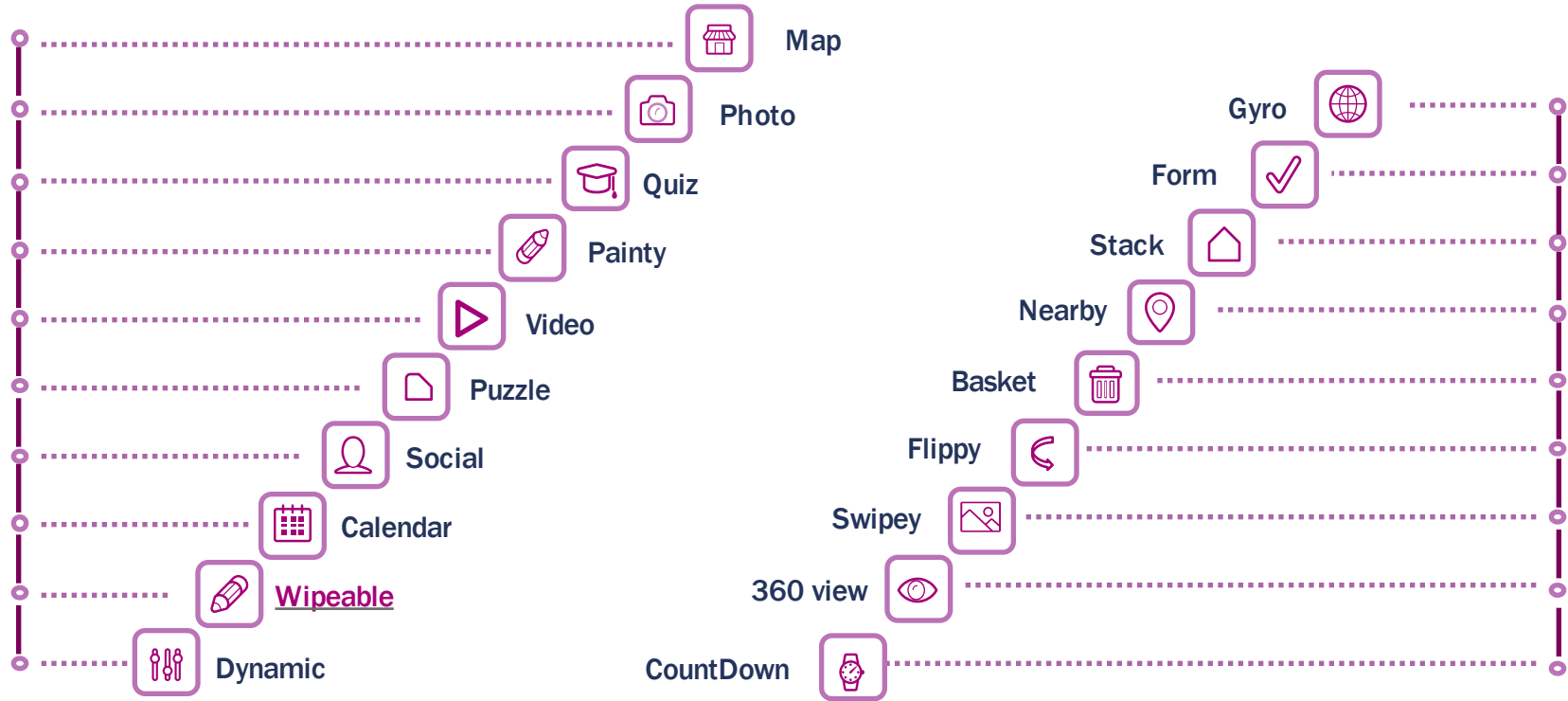
Click here for demo. Or Scan the QR code

*Mobile* **COLLAPSED:** *320x50 px* **EXPANDED:** *320x416px*   *Tablet* **COLLAPSED:** *728x90 px* **EXPANDED:** *728x890px*

# RichMedia Pull Banner

The **Pull Banner** format is an expandable banner that expands when the user pulls the banner down like a window shade. The Pull Banner format contains two units. A banner that exists as an overlay, and an expanded unit. By default, the banner unit of the Pull banner is sticky and placed on top of publisher content. When users "pull" the ad in the specified direction, it expands to the expanded unit. Users tap the close button to exit the expanded unit. The expanded unit is a full screen modal on mobile devices and fixed size.

Click here for demo. Or Scan the QR code

## Availability

**Devices**
- iPhone, Android
- In-Browser
- 3er party Served
- Features click Here.

## Raw Assets Delivery

**File Format**
- Layered PSDs for each design orientation
- All file size limitations apply to font, image, audio, and video files only

## Metrics

Ad Impressions, Clicks, Engagements, time spend, viewability, click actions, page views, benchmarks, measure rate.
- We need 1x1 trackers to build the ad unit in our RM platform.
- 3rd party tracking accepted for all site served units via an approved vendor.

Mobile ***COLLAPSED:*** *320x50 px* ***EXPANDED:*** *320x416px*   Tablet ***COLLAPSED:*** *728x90 px* ***EXPANDED:*** *728x890px*

# Features included in RichMedia banners

Map

Photo

Quiz

Painty

Video

Puzzle

Social

Calendar

**Wipeable**

Dynamic

Gyro

Form

Stack

Nearby

Basket

Flippy

Swipey

360 view

CountDown

# Features included in RichMedia banners

RichMedia Banner can have functions of presentation, location, social sharing, gaming used to add deep interactivity to your adds. They can be combined to create game-like experiences and these components are self-contained features that you can add to your creatives to make them more dynamic.



### COUNTDOWN

The Countdown component allows you to add a dynamic countdown to your creative. The Count can be standalone, counting down to a specific time, or it can be used in connection with actions, which makes it useful when creating a gaming experience for your audience
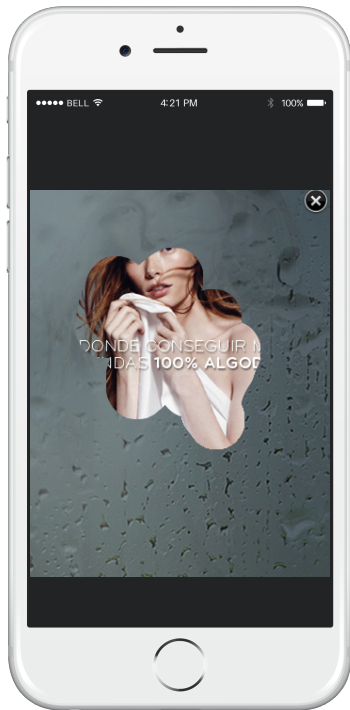
Click here for demo.



### PUZZLE

The Puzzle component is a user-interactive gaming component that allows for deeper user engagement directly in the creative through classical, well known puzzle game mechanics.

Click here for demo.

# Features included in RichMedia banners

**PAINTY**

The Countdown component allows you to add a dynamic countdown to your creative. The Count can be standalone, counting down to a specific time, or it can be used in connection with actions, which makes it useful when creating a gaming experience for your audience

Click here for demo.
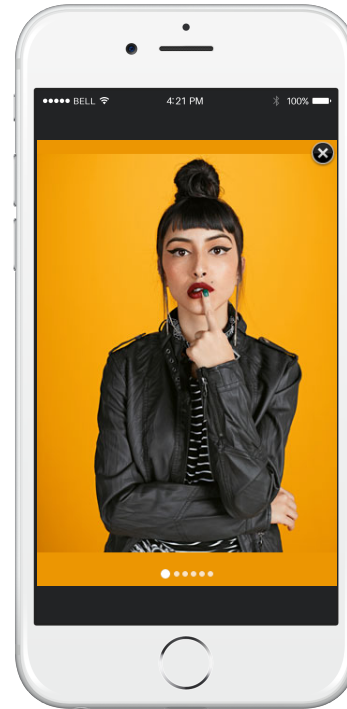
**SWIPEY GALLERY**

Swipey Gallery is an animated two-dimensional user interface that allows browsing through or interacting with a set of items by a swiping gesture. It features animated transitions, allows for custom sizes, and a different number of items.
Click here for demo.

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# Features included in RichMedia banners

## WIPEABLE

The Wipeable component is a user-interactive gaming component that allows users to wipe away a layered image to reveal content that is underneath.

Click here for demo.

## SOCIAL

Used to incorporate the services of a social media network.

Click here for demo.

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# Features included in RichMedia banners

**BASKET**

The Basket component is a user interactive gaming component that allows for a drag and drop behavior for items on the screen. This allows for many gaming scenarios where you can create a branded engaging experience for your audience.

Click here for demo.

**QUIZ**

Use the Quiz component to add an interactive quiz or survey to a creative. Outcomes from this quiz can inform other creative decisions.

Click here for demo.

# Features included in RichMedia banners

### DATA COLLECTION FORM

You can include various form controls to allow users to input data into your creative.

Click here for demo.

### COUPONS

Coupons can help drive foot traffic into stores, and offer consumers incentives to visit a location or make a purchase.

# Features included in RichMedia banners
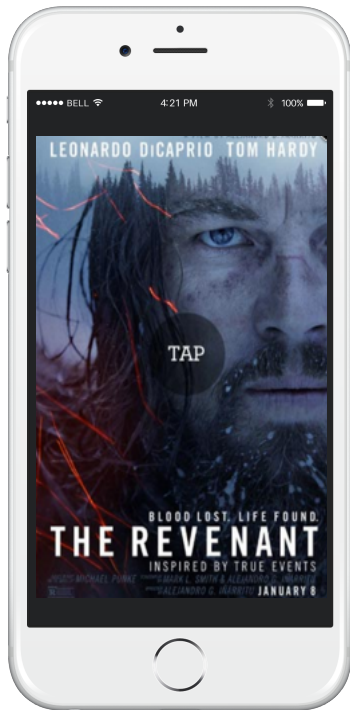
## FLIPPY

Flippy is an animated component that allows the presentation of items on a "card" that can be flipped back and forth. The Flippy component can present a single item or a group of items on each side of the card

Click here for demo.

## TAKE PHOTO

The Take Photo component allows users to either take or select a photo for use in an interactive creative's content.
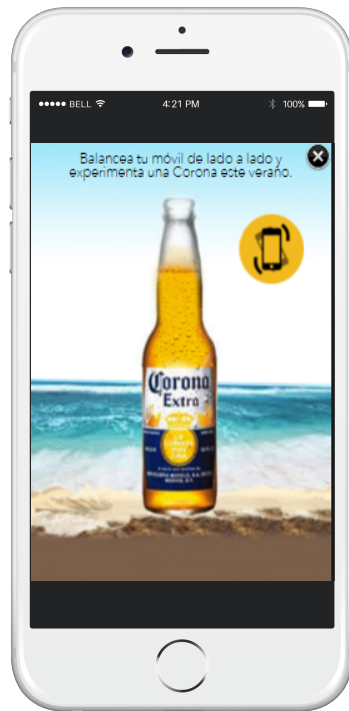
Click here for demo.

# Features included in RichMedia banners
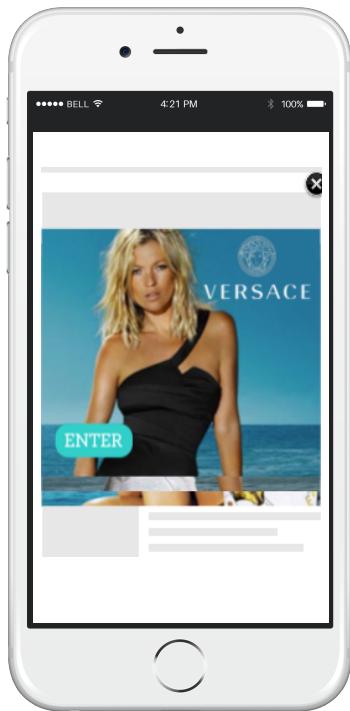


### STACK

Stack is an interactive three-dimensional user interfaces that allows users to browse and interact with grouped items presented as a stack of cards.

Click here for demo.



### GYRO

The Gyro component allows users to rotate their device to rotate an object on the stage. The Gyro component is perfect for adding elements that users can manipulate and rotate by rotating their device.
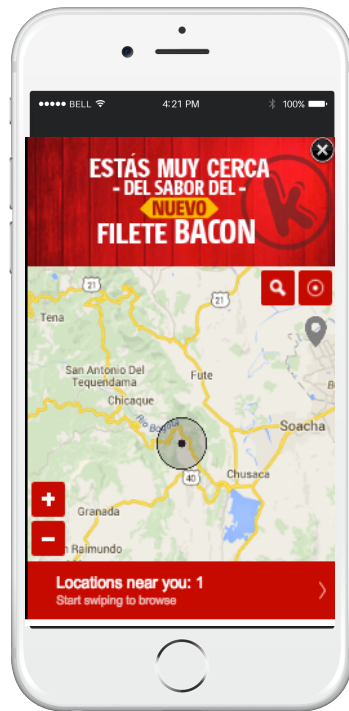
Click here for demo.

# Features included in RichMedia banners



## 360ª VIEW

With the 360° View component, you can build an animated 360 degree view of an object, composed through a series of images.
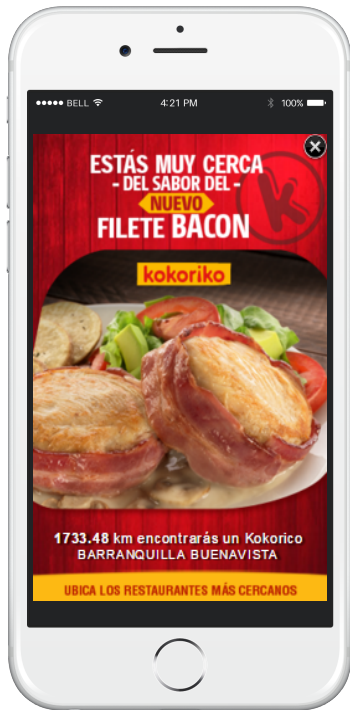
Click here for demo.



## LOCATOR

The Locator component is a locator solution that allows for the search, display, and management of a list of locations in rich media mobile creative.
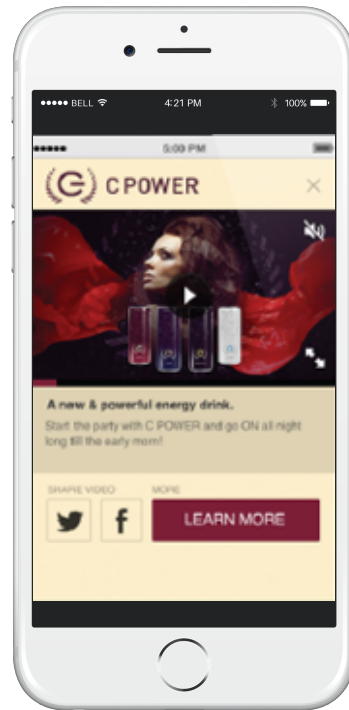
Click here for demo.

# Features included in RichMedia banners



**NEARBY**

The Nearby component allows you to dynamically display location information based on user's current location data provided by the publisher through Ad Server using user information macros in the trafficking tags

Click here for demo.



**INLINE VIDEO**

The Inline Video component allows for playback of video content directly in the creative. This is embedded into the creative page and plays video inline.

Click here for demo.

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# Features included in RichMedia banners

**Programmatic/ Dynamic Creative** is a self-service solution for creating data-driven dynamic ads using audience data and situational signals data, such as weather and time. With Programmatic Creative, you can create a single ad with content that is sensitive to external data. Based on this data, the content or design of the ad is changed dynamically, to ensure the story is meaningful, timely, and tailored to the consumer.

**Core Signals** are situational data points that can be used to customize the messaging, design or behavior of your creative.

**Time:** Modify content based on time of day, day of week or any other custom time span.

**Location:** Customize content based on city, state, or country. Location is determined by GPS coordinates when that information is passed through the supplier's ad server. IP address lookup is used as a fallback.

**Weather:** Adjust content based on the current precipitation, temperature, and wind at the user's location.

**Placement:** Tailor content to where it is displayed.

**Platform:** Adapt content to the device platform
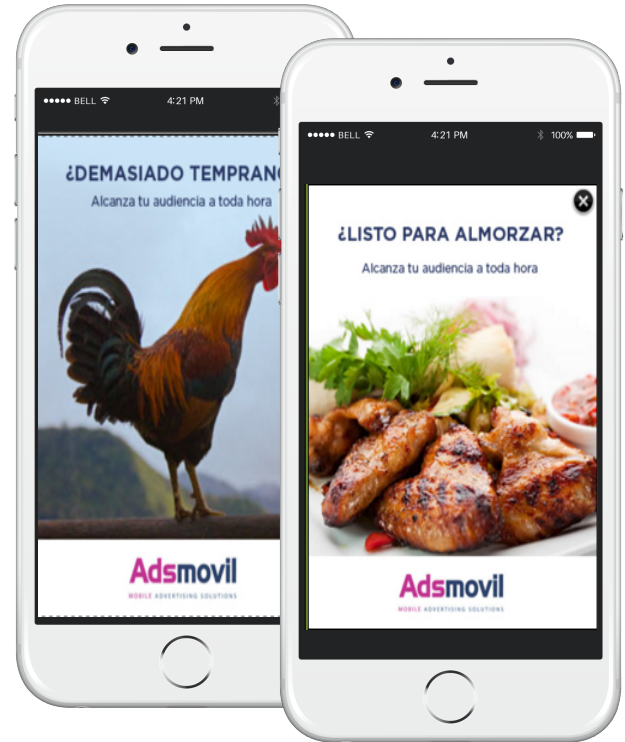
Click here for demo.

# In Stream Video

**Pre/Mid/Post roll:** Similar to standard television commercials, these video ads play linearly prior to the consumer being able to access desired content, often other video content, resulting in high completion rates.

## Raw Assets Delivery

**File Format:**
- Vast tag
- Mp4 or .Mov
- Vpaid

## Availability
- Mobile web
- In app
- Site Served or 3er party Served

## Video
- Length: 15 to 30 seconds
- Encoding: H.264 encoding
- Aspect Ratio: 16:9 (preferred) or 3:2
- Bit rate: 5 MB max
- Frame rate: 30fps preferred
- Audio: AAC

## Metrics
- Video impressions
- Video Quartiles (25%, 50%, 75%, 100%)
- Multiple tracking pixels supported
- Ad Impressions, Clicks, viewability, video completion rate.
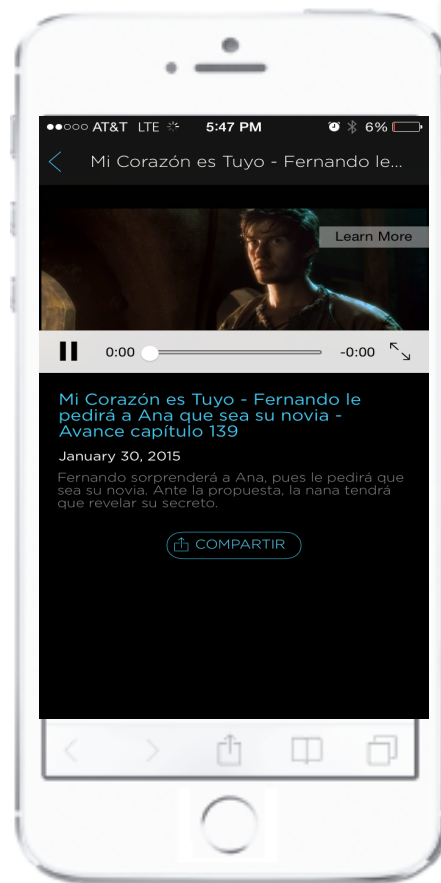
*Portrait* **Mobile** *320x480 px*

*Landscape* **Mobile** *568x320*

Max file size: 5 MB

# Vertical Video Interstitial

**Vertical Video Interstitial** the ad unit appears after page load, and video playback begins automatically as soon as the initial assets are loaded. Plays within non-video content. Viewers click a close button to dismiss the ad. Responsive. The size of the video is defined by the viewport and presented in a roughly 9:16 aspect ratio, depending on the state of the application or website into which the ad is served. For videos set to fit, the video is resized so the longest edge fits within the viewport.

**Availability**
- Mobile Web and in app
- OS: Android and iOS.
- Site Served
- We need 1x1 trackers to build the ad unit in our platform.
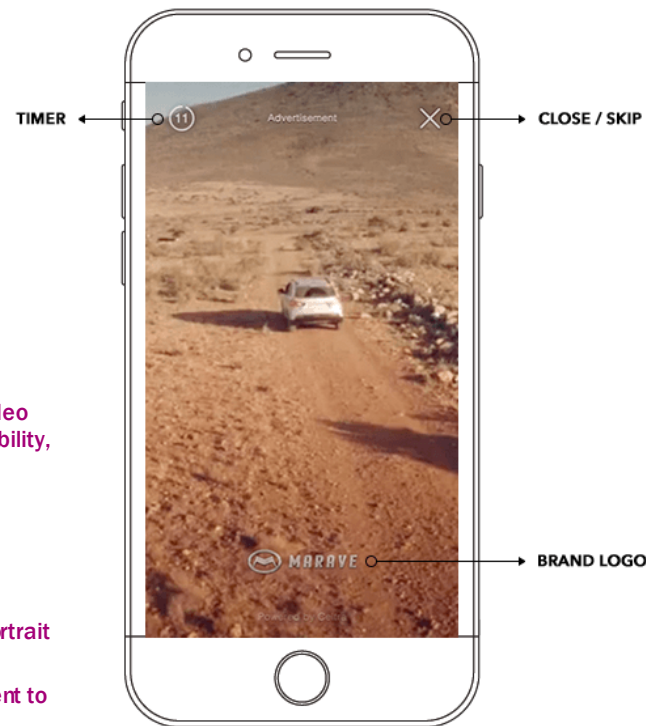
**Video**
- Length: 15 to 30 seconds
- Format: MP4 or MOV
- Encoding: H.264 encoding
- Bit rate: 5 MB
- Frame rate: 30fps preferred
- Audio: AAC
- Auto Play
- Time Remaining
- Skip option

**Metrics**
- Video viewable impressions, video play triggered, Video starts playing, Video completed, engagement, viewability, click actions.
  - Video Quartiles (25%, 50%, 75%, 100%)
- Multiple tracking pixels supported

**Key**
- Fast-paced and catchy video content full-screen in portrait orientation
- Format designed to bring impactful, pure video content to mobile
- Instant loading
- Immersive video storytelling perfect for brand advertising

TIMER

CLOSE / SKIP

Advertisement

MARAVE

BRAND LOGO

Click here for demo.

Responsive: The size of the video is defined by the viewport and presented in a roughly 9:16 aspect ratio.

# In Content Video

**Our in content video** offers a user experience designed for mobile. The video ad unit area is a 300x250 native video banner. Bring a carefully crafted experience, Polite introduction with gradual visual transition to be less interruptive. Starts playing only when 50% of ad is in view which makes it very user friendly. Countdown timer informs users about short length and improves completion rates. User can simply scroll down to easily dismiss the video and continue reading the content.
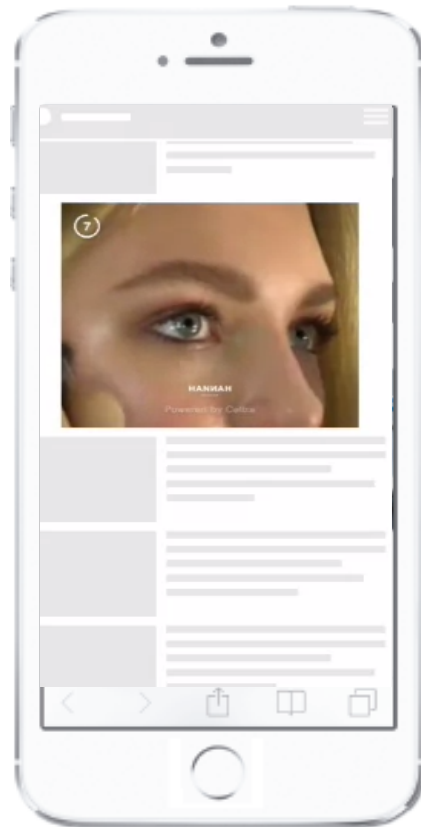
**Raw Assets Delivery**
- File Format: Mp4, Vast, Vpaid or .Mov
- Site served and/or 3er party served

**Video**
- Length: 15 to 30 seconds
- Encoding: H.264 encoding
- Size: 300x250
- Bit rate: 5 MB
- Frame rate: 30fps preferred
- Audio: AAC
- Skip Option

**Metrics**
- Video Quartiles (25%, 50%, 75%, 100%)
- Viewability
- Video impressions
- Video completion rate
- CTR
- Multiple tracking pixels supported

Click here for demo.

*Portrait* **Mobile** *320x250 px*          *Landscape* **Mobile** *300x250*          Max file size: 5 MB

# Vertical Video Interscroller

The ad unit is revealed as users scroll down the publisher page, and appears "below" the publisher content. When the ad unit reaches the configured trigger point, it snaps into place, and playback begins.

During playback, if the user scrolls more than a defined percentage of the creative out of the viewport, playback pauses automatically. If the video is brought back into view, playback resumes. The size of the video is defined by the viewport and presented in a roughly 9:16 aspect ratio. For videos set to Fit, the video is resized so the longest edge fits within the viewport.

**Availability**
- Environment: Mobile Web
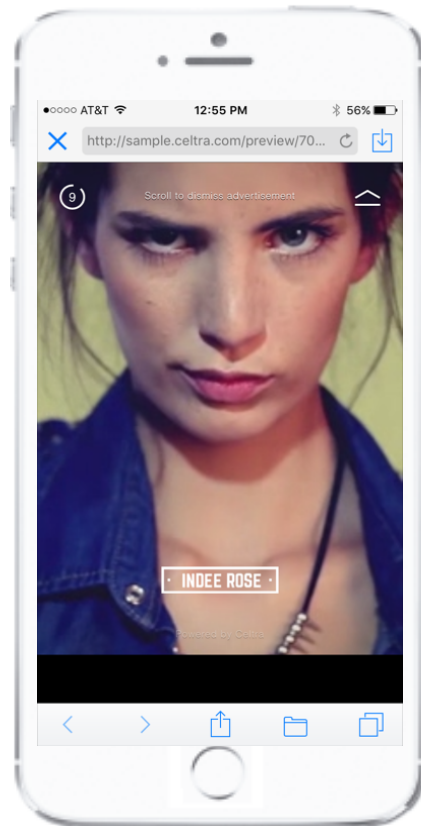- OS: Android and IOS

**Trafficking**
- We need 1x1 trackers to build the ad unit in our RM platform.
- 3er party served

**Video**
- Length: 15 to 30 seconds
- Format: MP4 or MOV
- Encoding: H.264 encoding
- Aspect Ratio: 9:16 (preferred) or 3:2
- Bit rate: 5 MB
- Frame rate: 30fps preferred
- Audio: AAC

**Metrics**
- Video impressions
- Video Quartiles (25%, 50%, 75%, 100%)
- Multiple tracking pixels supported
- Ad Impressions, Clicks, Engagements, time spend in the ad unit, viewability, click actions, page views, benchmarks, measure rate.
- 3rd party tracking accepted for all site served units via an approved vendor.



Click here for demo.

Responsive: The size of the video is defined by the viewport and presented in a roughly 9:16 aspect ratio.

# 360 Video

**360 video:** The 360 component provides a dynamic video that users can rotate by moving. Users will feel as if they are inside the ad format by just moving around their smartphone.

Q4 2016 available

### Availability
- Environment: Mobile Web and in app
- OS: Android and IOS

### Trafficking
- We need 1x1 trackers to build the ad unit in our RM platform.
- 3er party served

### Video
- Length: 15 to 30 seconds
- Format: MP4 or MOV
- Encoding: H.264 encoding
- Aspect Ratio: 16:9 (preferred) or 3:2
- Bit rate: 5 MB
- Frame rate: 30fps preferred
- Audio: AAC

### Metrics
- Video impressions
- Video Quartiles (25%, 50%, 75%, 100%)
- Multiple tracking pixels supported
- Ad Impressions, Clicks, Engagements, time spend in the ad unit, viewability, click actions, page views, benchmarks, measure rate.
- 3rd party tracking accepted for all site served units via an approved vendor.
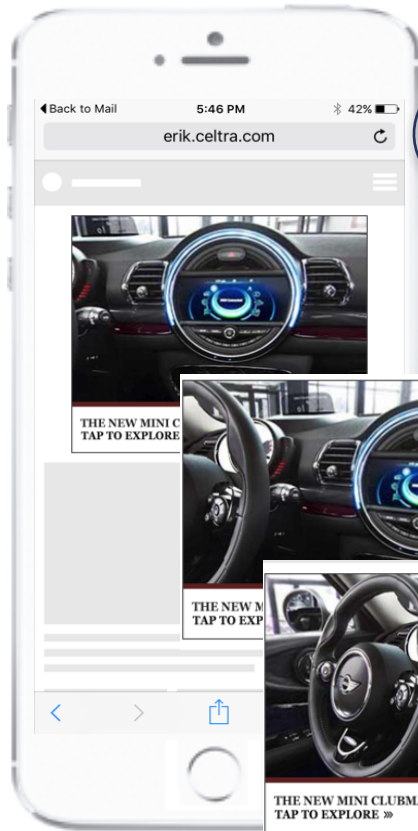
Click here for demo.

# Video Sticky

This format overlays the page content and stays fixed at the bottom of the browser.  Users can still engage with content while the ad plays.

**Raw Assets Delivery**
- File Format: Mp4, Vast, Vpaid or .Mov
- Site served and/or 3er party served

**Video**
- Length: 15 to 30 seconds
- Encoding: H.264 encoding
- Ratio: 16:9 preferred
- Frame rate: 30 fps preferred
- Bit rate: 5 MB max
- Frame rate: 30fps preferred
- Audio: AAC / Mute
- Skip Option
- Time remaining
- Close bottom

**Metrics**
- Video Quartiles  (25%, 50%, 75%, 100%)
- Viewability
- Video impressions
- Video completion rate
- CTR
- Multiple tracking pixels supported
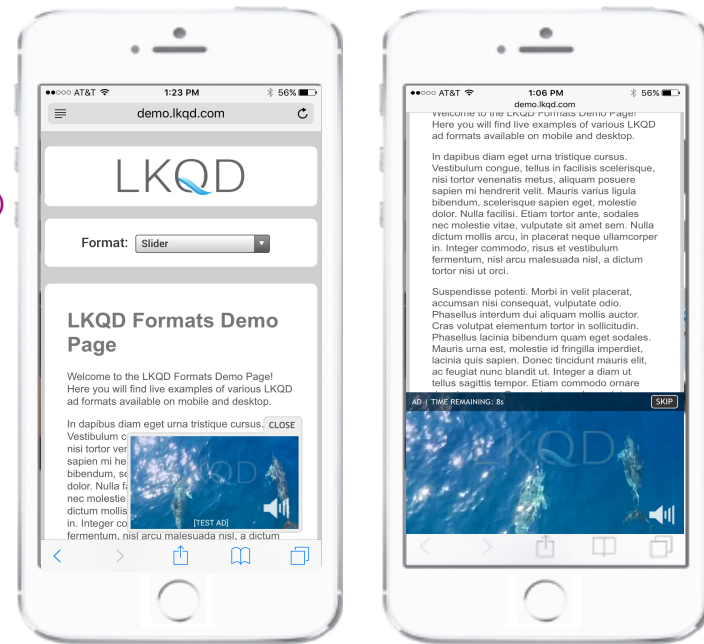


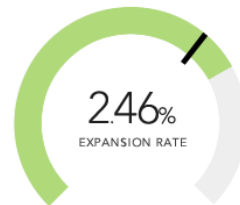*Banner* **Mobile** *320x50 px*     *Slider* **Mobile** *160x80 px*     *Float* **Mobile** *300x300 px*
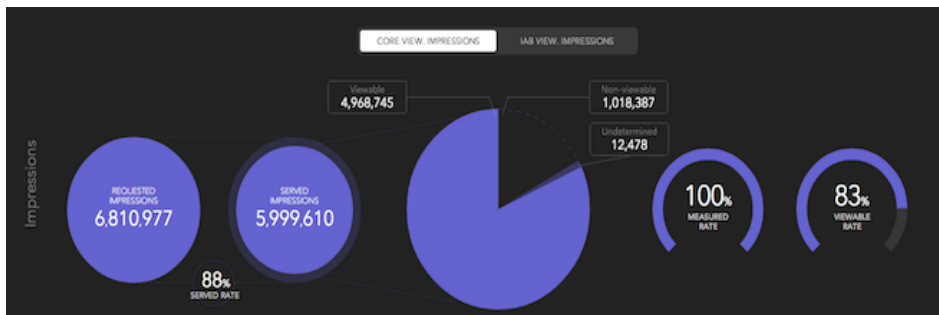
# Media Analytics Report

**The Media Analytics page** provides detailed trafficking metrics (impressions, expansions, engagements, and more) organized by format. The Overview and three per-format views give you multiple ways to digest information about your campaigns. The Media Analytics overview shows key information about every creative and every format used in the campaign. Information displayed in the Overview includes:

- ✓ **Impressions:** Requested Impressions, Served Impressions, and Viewable Impressions.
- ✓ **Expansions:** Expansions, intentional expansions, loaded expansions.
- ✓ **Engagement:** Ad Expansions and ad engagement.
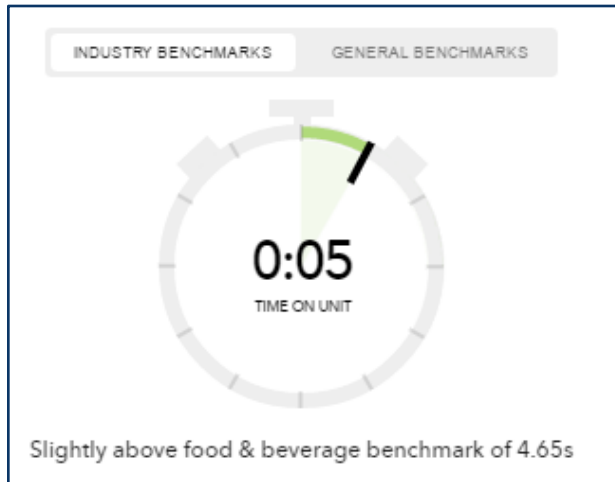- ✓ **Benchmarking:** industry benchmark and general benchmark.

# Creative Analytics Report

**The Creative analytics page** provides a detailed look into engagement data for each trafficked creative in a campaign. The key metrics of this section are page views and time on creative unit. You can also view page view per visit distribution, which shows you what percentage of users saw the specified number of pages. The bottom table shows various metrics about your creative engagement – page views, click-through actions and any custom events that were specified in a specific creative unit.

## 1 Click Actions

| AD PAGE / EVENT | ↓ | CLICKS | CTR (FROM PAGE) |
|---|---|---|---|
| Start / Website opens : Open landing page | | 43,821 | 7.82% |

## 1 Pages

| AD PAGE | ↓ | PAGEVIEWS |
|---|---|---|
| TOTAL | | 560,135 |
| Start | | 560,135 |

## 2 Custom Events

| AD PAGE / EVENT | ↓ | TRACKED |
|---|---|---|
| Start / english unit | | 88,283 |
| Start / spanish unit | | 11,996 |

## 0 Social Media Events

| AD PAGE / EVENT | | CLICKS | CTR (FROM PAGE) |
|---|---|---|---|

INDUSTRY BENCHMARKS    GENERAL BENCHMARKS

0:05
TIME ON UNIT

Slightly above food & beverage benchmark of 4.65s

# Adsmovil

MOBILE ADVERTISING SOLUTIONS

adsmovil.com          contacto@adsmovil.com          @adsmovil