AccuWeather

Mobile Phone Creative Guidelines

		Creative Unit Name	Products	Expandable Properties	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Third Party Serving/Tracking	Max Initial File Load Size (KB, MB)	Max Additional Initial File Load Size for OBA Self-Reg Compliance	Subsequent Max Polite File Load Size	Subsequent Max User-Initiated File Load Size	Subsequent Max User- Initiated Additional Streaming File Size	Max Video & Animation Frame rate	Maximum Animation Length	Max Video Length	Audio Initiation	Z-index Range	Max Percentage of CPU Usage (Note 3)	Minimum Required Controls	Labeling Requirements, Font Size, etc.	Submission Lead-Time	Implementation Notes & Best Practice	Supported Creative Types
Image	**Feature Phone**	Feature Phone Medium Banner	Mobile Web	not allowed for this unit	168x28	not allowed for this unit	Yes, for serving and tracking	4KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	not allowed for this unit	not allowed for this unit	not allowed for this unit	not allowed for this unit	15 seconds	not allowed for this unit	not allowed for this unit	0 - 4,999	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	not applicable	Ad unit content must be clearly distinguishable from normal webpage or application content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	5 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name	GIF, JPG, PNG
		Feature Phone Large Banner	Mobile Web	not allowed for this unit	216x36	not allowed for this unit	Yes, for serving and tracking	5KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	not allowed for this unit	not allowed for this unit	not allowed for this unit	not allowed for this unit	15 seconds	not allowed for this unit	not allowed for this unit	0 - 4,999	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	not applicable	Ad unit content must be clearly distinguishable from normal webpage or application content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	5 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name	GIF, JPG, PNG
	Smartphone	Smartphone Large Rectangle Static Banner	Mobile Web (BTF Only)	not allowed for this unit	300x250	not allowed for this unit	Yes, for serving and tracking	30KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	not allowed for this unit	not allowed for this unit	not allowed for this unit	not allowed for this unit	15 seconds	not allowed for this unit	not allowed for this unit	0 - 4,999	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	not applicable	Ad unit content must be clearly distinguishable from normal webpage or application content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	5 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name	GIF, JPG, PNG
		Smartphone Static Banner	Mobile Web, iPhone Application, Android Application, Windows Phone Application	not allowed for this unit	300x50 or 320x50	not allowed for this unit	Yes, for serving and tracking	15KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	not allowed for this unit	not allowed for this unit	not allowed for this unit	not allowed for this unit	15 seconds	not allowed for this unit	not allowed for this unit	0 - 4,999	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	not applicable	Ad unit content must be clearly distinguishable from normal webpage or application content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	5 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name	GIF, JPG, PNG
	Tablet	Tablet Static Banner	Mobile Web & iPad Application	not allowed for this unit	728x90	not allowed for this unit	Yes, for serving and tracking	30KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	not allowed for this unit	not allowed for this unit	not allowed for this unit	not allowed for this unit	15 seconds	not allowed for this unit	not allowed for this unit	0 - 4,999	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	not applicable	Ad unit content must be clearly distinguishable from normal webpage or application content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	5 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name	GIF, JPG, , PNG
Rich Media	**Smartphone**	Smartphone Rich Banner & Expandable	Mobile Web, iPhone Application, Android Application	User Initiated Expand	300x50 or 320x50	300x250, Full Screen (Technical restrictions may apply for full screen expansion. Please see Note 2 below.)	Yes, for serving and tracking	35KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	best practice	best practice	best practice	24 fps	15 seconds	30 seconds	User Initiated: Tap	5,000 - 1,999,999 (for entire ad unit)	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	Control = “Close X” on expanded panel and “Expand” on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized; include dimensions in file name; use MRAID specifications when appropriate	HTML5 ; JavaScript;
		Smartphone Auto Expandable	Mobile Web	Auto Expand	300x50 or 320x50	300x250, Full Screen (Technical restrictions may apply for full screen expansion. Please see Note 2 below.)	Yes, for serving and tracking	35KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	best practice	best practice	best practice	24 fps	15 seconds	30 seconds	User Initiated: Tap	5,000 - 1,999,999 (for entire ad unit)	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	Control = “Close X” on expanded panel and “Expand” on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized; include dimensions in file name	HTML5 ; JavaScript;
		Smartphone In Banner Streaming Video	Mobile Web, iPhone Application, Android Application	User Initiated Expand	300x50 or 320x50	300x250, Full Screen (Technical restrictions may apply for full screen expansion. Please see Note 2 below.)	Yes, for serving and tracking	35KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	best practice	best practice	best practice	24 fps	15 seconds	30 seconds	User Initiated: Tap	5,000 - 1,999,999 (for entire ad unit)	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	Control = “Close X” on expanded panel and “Expand” on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized; include dimensions in file name	HTML5 ; JavaScript;
		Smartphone Medium Rectangle In Banner Streaming Video	Mobile Web (BTF Only)	User Initiated Expand	300x250	300x416, Full Screen (Technical restrictions may apply for full screen expansion. Please see Note 2 below.)	Yes, for serving and tracking	35KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	best practice	best practice	best practice	24 fps	15 seconds	30 seconds	User Initiated: Tap	5,000 - 1,999,999 (for entire ad unit)	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	Control = “Close X” on expanded panel and “Expand” on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized; include dimensions in file name	HTML5 ; JavaScript;
		Smartphone Medium Rectangle Expandable Banner	Mobile Web (BTF Only)	User Initiated Expand	300x250	300x416, Full Screen (Technical restrictions may apply for full screen expansion. Please see Note 2 below.)	Yes, for serving and tracking	35KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	best practice	best practice	best practice	24 fps	15 seconds	30 seconds	User Initiated: Tap	5,000 - 1,999,999 (for entire ad unit)	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	Control = “Close X” on expanded panel and “Expand” on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized; include dimensions in file name	HTML5 ; JavaScript;
	Tablet	Tablet Amobee Pulse 3D	iPad Application	User Initiated Expand	728x90	Full Screen (Technical restrictions may apply for full screen expansion. Please see Note 2 below.)	Yes, for serving and tracking	best practice	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	best practice	best practice	best practice	24 fps	15 seconds	30 seconds	User Initiated: Tap	5,000 - 1,999,999 (for entire ad unit)	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	Control = “Close X” on expanded panel and “Expand” on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage or application content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	100 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized; include dimensions in file name; use MRAID specifications when appropriate	HTML5 ; JavaScript;
		Tablet In Banner Streaming Video	Mobile Web & iPad Application	User Initiated Expand	728x90	Full Screen (Technical restrictions may apply for full screen expansion. Please see Note 2 below.)	Yes, for serving and tracking	60KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	best practice	best practice	best practice	24 fps	15 seconds	30 seconds	User Initiated: Tap	5,000 - 1,999,999 (for entire ad unit)	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	Control = “Close X” on expanded panel and “Expand” on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized; include dimensions in file name	HTML5 ; JavaScript;
		Tablet Rich Banner	Mobile Web & iPad Application	User Initiated Expand	728x90	Full Screen (Technical restrictions may apply for full screen expansion. Please see Note 2 below.)	Yes, for serving and tracking	60KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	best practice	best practice	best practice	24 fps	15 seconds	30 seconds	User Initiated: Tap	5,000 - 1,999,999 (for entire ad unit)	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	Control = “Close X” on expanded panel and “Expand” on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage or application content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized; include dimensions in file name; use MRAID specifications when appropriate	HTML5 ; JavaScript;
	Smartphone IAB Mobile Rising Stars	IAB Mobile Pull	Mobile Web	User Initiated Expand	300x50 or 320x50	Varies by device, following the principle that the Full Page Ad Component will cover 100% of the available screen space.	Yes, for serving and tracking	40 KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	best practice	100 KB	2.2 MB	24 fps	15 seconds	30 seconds	User Initiated: Tap	5,000 - 1,999,999 (for entire ad unit)	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	Control = “Close X” on Full Page Ad Component in the upper right hand corner and “Expand” or other CTA on the Base Ad Component Font = 8pt (11px) - 16pt (21px) Retract Feature = Tap to close/expand Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage or application content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized; include dimensions in file name; use MRAID specifications when appropriate	HTML5 ; JavaScript;
		IAB Mobile Adhesion Banner	Mobile Web	User Initiated Expand	300x50 or 320x50	Varies by device, following the principle that the Full Page Ad Component will cover 100% of the available screen space.	Yes, for serving and tracking	40 KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	best practice	100 KB	2.2 MB	24 fps	15 seconds	30 seconds	User Initiated: Tap	5,000 - 1,999,999 (for entire ad unit)	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	Control = “Close X” on Full Page Ad Component in the upper right hand corner and “Expand” or other CTA on the Base Ad Component Font = 8pt (11px) - 16pt (21px) Retract Feature = Tap to close/expand Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage or application content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized; include dimensions in file name; use MRAID specifications when appropriate	HTML5 ; JavaScript;
		IAB Full Page Flex	Mobile Web	Auto Expand, User Initiated Expand	300x50 or 320x50	Varies by device, following the principle that the Full Page Ad Component will cover 100% of the available screen space.	Yes, for serving and tracking	40 KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	best practice	100 KB	2.2 MB	24 fps	15 seconds	30 seconds	User Initiated: Tap	5,000 - 1,999,999 (for entire ad unit)	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	Control = “Close X” on Full Page Ad Component in the upper right hand corner and “Expand” or other CTA on the Base Ad Component Font = 8pt (11px) - 16pt (21px) Retract Feature = Tap to close/expand Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage or application content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized; include dimensions in file name; use MRAID specifications when appropriate	HTML5 ; JavaScript;
		IAB Mobile Slider	Mobile Web	User Initiated Expand	300x50 or 320x50	Varies by device, following the principle that the Full Page Ad Component will cover 100% of the available screen space.	Yes, for serving and tracking	40 KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	best practice	100 KB	2.2 MB	24 fps	15 seconds	30 seconds	User Initiated: Tap	5,000 - 1,999,999 (for entire ad unit)	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	Control = “Close X” on Full Page Ad Component in the upper right hand corner and “Expand” or other CTA on the Base Ad Component Font = 8pt (11px) - 16pt (21px) Retract Feature = Tap to close/expand Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage or application content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized; include dimensions in file name; use MRAID specifications when appropriate	HTML5 ; JavaScript;
Mobile Web Forecast Sponsorships	**Smartphone ATF**	Smartphone Static Banner	Mobile Web	not allowed for this unit	300x50 or 320x50	not allowed for this unit	Yes, for serving and tracking	15KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	not allowed for this unit	not allowed for this unit	not allowed for this unit	not allowed for this unit	15 seconds	not allowed for this unit	not allowed for this unit	0 - 4,999	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	not applicable	Ad unit content must be clearly distinguishable from normal webpage or application content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name	GIF, JPG, PNG
		Smartphone In Banner Streaming Video	Mobile Web	User Initiated Expand	300x50 or 320x50	300x250, Full Screen (Technical restrictions may apply for full screen expansion. Please see Note 2 below.)	Yes, for serving and tracking	35KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	best practice	best practice	best practice	24 fps	15 seconds	30 seconds	User Initiated: Tap	5,000 - 1,999,999 (for entire ad unit)	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	Control = “Close X” on expanded panel and “Expand” on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name	HTML5 ; JavaScript;
		Smartphone Rich Banner & Expandable	Mobile Web	Auto Expand, User Initiated Expand	300x50 or 320x50	300x250, Full Screen (Technical restrictions may apply for full screen expansion. Please see Note 2 below.)	Yes, for serving and tracking	35KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	best practice	best practice	best practice	24 fps	15 seconds	30 seconds	User Initiated: Tap	5,000 - 1,999,999 (for entire ad unit)	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	Control = “Close X” on expanded panel and “Expand” on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name	HTML5 ; JavaScript;
	Smartphone Middle Banner	Smartphone Static Banner	Mobile Web	not allowed for this unit	300x50 or 320x50	not allowed for this unit	Yes, for serving and tracking	15KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	not allowed for this unit	not allowed for this unit	not allowed for this unit	not allowed for this unit	15 seconds	not allowed for this unit	not allowed for this unit	0 - 4,999	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	not applicable	Ad unit content must be clearly distinguishable from normal webpage or application content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name	GIF, JPG, PNG
	Smartphone BTF	Smartphone Static BTF Banner	Mobile Web	not allowed for this unit	300x250	not allowed for this unit	Yes, for serving and tracking	30KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	not allowed for this unit	not allowed for this unit	not allowed for this unit	not allowed for this unit	15 seconds	not allowed for this unit	not allowed for this unit	5,000 - 1,999,999 (for entire ad unit)	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	not applicable	Ad unit content must be clearly distinguishable from normal webpage or application content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name	GIF, JPG, PNG
		Smartphone Medium Rectangle In Banner Streaming Video	Mobile Web	User Initiated Expand	300x250	300x416, Full Screen (Technical restrictions may apply for full screen expansion. Please see Note 2 below.)	Yes, for serving and tracking	35KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	best practice	best practice	best practice	24 fps	15 seconds	30 seconds	User Initiated: Tap	5,000 - 1,999,999 (for entire ad unit)	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	Control = “Close X” on expanded panel and “Expand” on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name	HTML5 ; JavaScript;
		Smartphone Medium Rectangle Expandable Banner	Mobile Web	User Initiated Expand	300x250	300x416, Full Screen (Technical restrictions may apply for full screen expansion. Please see Note 2 below.)	Yes, for serving and tracking	35KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	best practice	best practice	best practice	24 fps	15 seconds	30 seconds	User Initiated: Tap	5,000 - 1,999,999 (for entire ad unit)	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	Control = “Close X” on expanded panel and “Expand” on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name	HTML5 ; JavaScript;
		Smartphone In Banner Streaming Video	Mobile Web	User Initiated Expand	300x50 or 320x50	300x250, Full Screen (Technical restrictions may apply for full screen expansion. Please see Note 2 below.)	Yes, for serving and tracking	35KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	best practice	best practice	best practice	24 fps	15 seconds	30 seconds	User Initiated: Tap	5,000 - 1,999,999 (for entire ad unit)	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	Control = “Close X” on expanded panel and “Expand” on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name	HTML5 ; JavaScript;
		Smartphone Rich Banner & Expandable	Mobile Web	User Initiated Expand	300x50 or 320x50	300x250, Full Screen (Technical restrictions may apply for full screen expansion. Please see Note 2 below.)	Yes, for serving and tracking	35KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	best practice	best practice	best practice	24 fps	15 seconds	30 seconds	User Initiated: Tap	5,000 - 1,999,999 (for entire ad unit)	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	Control = “Close X” on expanded panel and “Expand” on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized; include dimensions in file name; use MRAID specifications when appropriate	HTML5 ; JavaScript;
		Smartphone Static Banner	Mobile Web	not allowed for this unit	300x50 or 320x50	not allowed for this unit	Yes, for serving and tracking	15KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	not allowed for this unit	not allowed for this unit	not allowed for this unit	not allowed for this unit	15 seconds	not allowed for this unit	not allowed for this unit	0 - 4,999	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	not applicable	Ad unit content must be clearly distinguishable from normal webpage or application content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name	GIF, JPG, PNG
Mobile Web Index Sponsorships	**Smartphone ATF**	Smartphone Static Banner	Mobile Web	not allowed for this unit	300x50 or 320x50	not allowed for this unit	Yes, for serving and tracking	15KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	not allowed for this unit	not allowed for this unit	not allowed for this unit	not allowed for this unit	15 seconds	not allowed for this unit	not allowed for this unit	0 - 4,999	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	not applicable	Ad unit content must be clearly distinguishable from normal webpage or application content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name	GIF, JPG, PNG
		Smartphone In Banner Streaming Video	Mobile Web	User Initiated Expand	300x50 or 320x50	300x250, Full Screen (Technical restrictions may apply for full screen expansion. Please see Note 2 below.)	Yes, for serving and tracking	35KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	best practice	best practice	best practice	24 fps	15 seconds	30 seconds	User Initiated: Tap	5,000 - 1,999,999 (for entire ad unit)	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	Control = “Close X” on expanded panel and “Expand” on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name	HTML5 ; JavaScript;
		Smartphone Rich Banner & Expandable	Mobile Web	Auto Expand, User Initiated Expand	300x50 or 320x50	300x250, Full Screen (Technical restrictions may apply for full screen expansion. Please see Note 2 below.)	Yes, for serving and tracking	35KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	best practice	best practice	best practice	24 fps	15 seconds	30 seconds	User Initiated: Tap	5,000 - 1,999,999 (for entire ad unit)	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	Control = “Close X” on expanded panel and “Expand” on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name	HTML5 ; JavaScript;
	Smartphone Skin	Smartphone Static Skin	Mobile Web	not allowed for this unit	800x210	not allowed for this unit	No third party serving or trackiing	15KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	not allowed for this unit	not allowed for this unit	not allowed for this unit	not allowed for this unit	not allowed for this unit	not allowed for this unit	not allowed for this unit	0 - 4,999	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	not applicable	Ad unit content must be clearly distinguishable from normal webpage or application content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name	GIF, JPG, PNG
	Smartphone BTF	Smartphone Static BTF Banner	Mobile Web	not allowed for this unit	300x250	not allowed for this unit	Yes, for serving and tracking	30KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	not allowed for this unit	not allowed for this unit	not allowed for this unit	not allowed for this unit	15 seconds	not allowed for this unit	not allowed for this unit	5,000 - 1,999,999 (for entire ad unit)	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	not applicable	Ad unit content must be clearly distinguishable from normal webpage or application content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name	GIF, JPG, PNG
		Smartphone Medium Rectangle In Banner Streaming Video	Mobile Web	User Initiated Expand	300x250	300x416, Full Screen (Technical restrictions may apply for full screen expansion. Please see Note 2 below.)	Yes, for serving and tracking	35KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this time.	best practice	best practice	best practice	24 fps	15 seconds	30 seconds	User Initiated: Tap	5,000 - 1,999,999 (for entire ad unit)	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	Control = “Close X” on expanded panel and “Expand” on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name	HTML5 ; JavaScript;
		Smartphone Medium Rectangle Expandable Banner	Mobile Web	User Initiated Expand	300x250	300x416, Full Screen (Technical restrictions may apply for full screen expansion. Please see Note 2 below.)	Yes, for serving and tracking	35KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this	best practice	best practice	best practice	24 fps	15 seconds	30 seconds	User Initiated: Tap	5,000 - 1,999,999 (for entire ad unit)	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	Control = “Close X” on expanded panel and “Expand” on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name	HTML5 ; JavaScript;
		Smartphone In Banner Streaming Video	Mobile Web	User Initiated Expand	300x50 or 320x50	300x250, Full Screen (Technical restrictions may apply for full screen expansion. Please see Note 2 below.)	Yes, for serving and tracking	35KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this	best practice	best practice	best practice	24 fps	15 seconds	30 seconds	User Initiated: Tap	5,000 - 1,999,999 (for entire ad unit)	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	Control = “Close X” on expanded panel and “Expand” on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name	HTML5 ; JavaScript;
		Smartphone Rich Banner & Expandable	Mobile Web	User Initiated Expand	300x50 or 320x50	300x250, Full Screen (Technical restrictions may apply for full screen expansion. Please see Note 2 below.)	Yes, for serving and tracking	35KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this	best practice	best practice	best practice	24 fps	15 seconds	30 seconds	User Initiated: Tap	5,000 - 1,999,999 (for entire ad unit)	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	Control = “Close X” on expanded panel and “Expand” on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized; include dimensions in file name;	HTML5 ; JavaScript;
		Smartphone Static Banner	Mobile Web	not allowed for this unit	300x50 or 320x50	not allowed for this unit	Yes, for serving and tracking	15KB	The current Self-Regulatory Principles for Online Behavioral Advertising include mobile, but implementation guidelines were not yet established as of the publication of these guidelines. As a result, a specific guidance is not included at this	not allowed for this unit	not allowed for this unit	not allowed for this unit	not allowed for this unit	15 seconds	not allowed for this unit	not allowed for this unit	0 - 4,999	Changing connectivity speeds and device variability affect how ad display is processed. Please see **Best Practice** tab for more information.	not applicable	Ad unit content must be clearly distinguishable from normal webpage or application content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days (If conflicts are found with the creative the submission lead time may restart upon re-submission. Please check with the publisher for specific lead time requirements.)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name	GIF, JPG, PNG

Note 1: High resolution creatives may be accepted by some publishers for higher quality images on double-density/retina displays. The accepted file weight for these high resolution creatives will also increase, but should be no more then double the file size noted in these guidelines. Please check with you media provider for accepted file weights. To identify these creatives note 2x in the file name.

Note 2: Full screen is dependent on the device model and may be restricted by status bars or navigations menus of the OS, browser and/or application.

Note 3: The term "Best Practice" as used in these guidelines means the attribute is allowed and is important, but a current lack of testing tools, studies, etc. prevented certain guidelines form being set. See **Release Notes** & **Best Practice** tabs for more information.