DIMENSIONS & EXPANSION DEFINED

UNIT EXPANSION

PUSHDOWN BEHAVIOR
A unit that displays a teaser impression initially. This type of expansion affects the entire unit. A teaser impression is shown until the user hovers over/looks on the expansion button.

The full unit then slides vertically or horizontally into view from the edge of the teaser in the direction the arrow in the expansion button is pointing toward.

INITIAL DIMENSIONS
Teaser Image: 970x90

EXPANDED DIMENSIONS
Ad Unit: 970x15

FULLSCREEN EXPANSION
An app capable of this type of expansion will expand to fill the entire screen. While the core experience is maintained in the expanded state, additional functionality may exist depending on the app.

EXPANDED DIMENSIONS
Dependent on screen resolution.
ASSET SIZING

LOGO
- Image Size: 238 x 88

TEASER
- Image Size: 970 x 90

PRIMARY IMAGE GALLERY ASSETS
- Image: 543 x 307
- Thumbnail Size: 55 x 55

PRIMARY VIDEO GALLERY ASSETS
- Poster Frame Image Sizes: 543 x 307
- Thumbnail Size: 55 x 55
- Thumbnails are displayed only when multiple videos are added to the app.

PRIMARY STANDALONE APP
- Asset Size: 543 x 307

SECONDARY STANDALONE APP
- Asset Size: 367 x 307

ASSET REQUIREMENTS

IMAGES
- File Type: jpg
- Resolution: 72 pixels / inch
- Recommended minimum Image Size: 2048 x 1536 for aspect ratio stage 1:3

VIDEO
- Format: MPEG 4 encoded to H.264 (base or mainline standard).
- Resolution:
  - 4 x 3 video: 960 pixels wide x 720 pixels tall
  - 16 x 9 video: 1280 pixels wide x 720 pixels tall
  - 3 x 4 video (portrait): 640 pixels wide x 720 pixels tall
- Frame Rate:
  - 18 or 24 Frames / sec
- Data Rate:
  - Upload at Min 10,000 Kbps / sec - Upload at Max 30,000 Kbps / sec

THUMBNAILS
- File Type: jpg
- Resolution: 72 pixels / inch

DEFAULT CREATIVE
- The backup image used if the user does not have a supported platform.
- Must be the same size as ad unit
  - (if expandable unit, it should be the same size as the initial size of the unit).

STANDALONE APPS
- Can optionally include a standard title (not part of the Flash asset).
- Only Flash 9 is supported
- Must be an AS3 project
- File Type: .swf