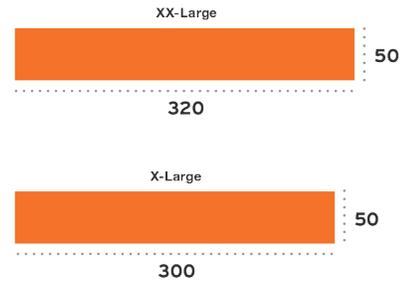


AD SPECIFICATIONS: MOBILE



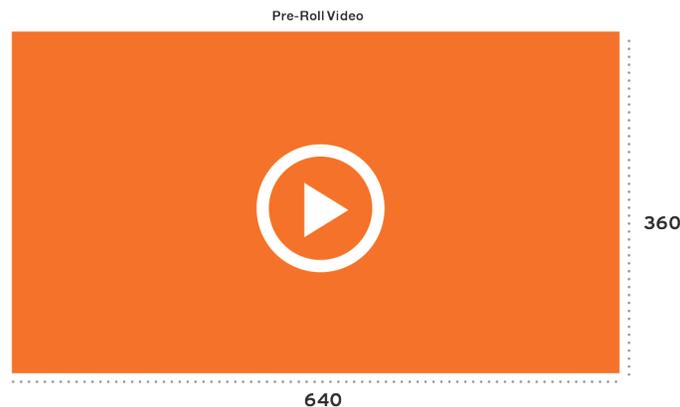
DISPLAY

	Format	Dimensions	Max File Size
XX-Large	.jpg .png .gif	320 x 50	40K
X-Large		300 x 50	40K
Med. Rectangle		300 x 250	40K



PRE-ROLL VIDEO

	Compression	Aspect Ratio	Frame Rate	Depth	Key Frames	Min Resolution	Audio
Quicktime .mov (compressed)	H.264	16:9	59.94 (must be above 20 FPS)	Millions of colors +	Automatic	1280 x 720	<ul style="list-style-type: none"> • Format: AAC • Sample Rate: 48,000 kHz • Sample Size: 16-bit • Channels: Stereo (L R)
Note							
Third-Party Hosted Video	For all mobile video that is third-party hosted, we require a VAST tag that calls an MP4 file with a max bitrate of 400K per second .						



THIRD-PARTY AD SRVERS

Specific Media supports most third-party ad servers and accepts iFrame and JavaScript tags	<ul style="list-style-type: none"> • Atlas • DoubleClick • EyeView 	<ul style="list-style-type: none"> • EyeWonder • Innovid • Mixpo 	<ul style="list-style-type: none"> • MediaMind • PointRoll • Spongecell 	<ul style="list-style-type: none"> • Telemetry • VideoHub • Videology 	<ul style="list-style-type: none"> • Vindico
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