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Mobile Display Guidelines

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Ad unit name	Dimensions (W x H in pixels)	Max File Weight		Animation	Alt Text (optional)	3rd Party	Image Rotation
		GIF/JPG	HTML 5				
Mobile Landscape Tablet Banner	1024x90 px	50 KB	200k	30 sec max, 24 fps max	60 char. max	Yes	6 creatives max per campaign
Mobile Landscape Tablet Interstitial – App only	1024x768 px	50 KB	200k	30 sec max, 24 fps max	60 char. max	Yes	6 creatives max per campaign
Mobile Portrait Tablet Banner	768x90 px	50KB	200k	30 sec max, 24 fps max	60 char. max	Yes	6 creatives max per campaign
Mobile Portrait Tablet Interstitial – App only	768x1024 px	50 KB	200k	30 sec max, 24 fps max	60 char. max	Yes	6 creatives max per campaign
Mobile Standard Banner	320x50 px	50 KB	200k	30 sec max, 24 fps max	60 char. max	Yes	6 creatives max per campaign
Mobile Standard Interstitial	320x480 px	50 KB	200k	30 sec max, 24 fps max	60 char. max	Yes	6 creatives max per campaign
Mobile Window	120x90 px	25 KB	200k	No animation	60 char. max	Yes	6 creatives max per