



Mobile Audience as a Service (MAAS)

## AD SPECIFICATION GUIDE

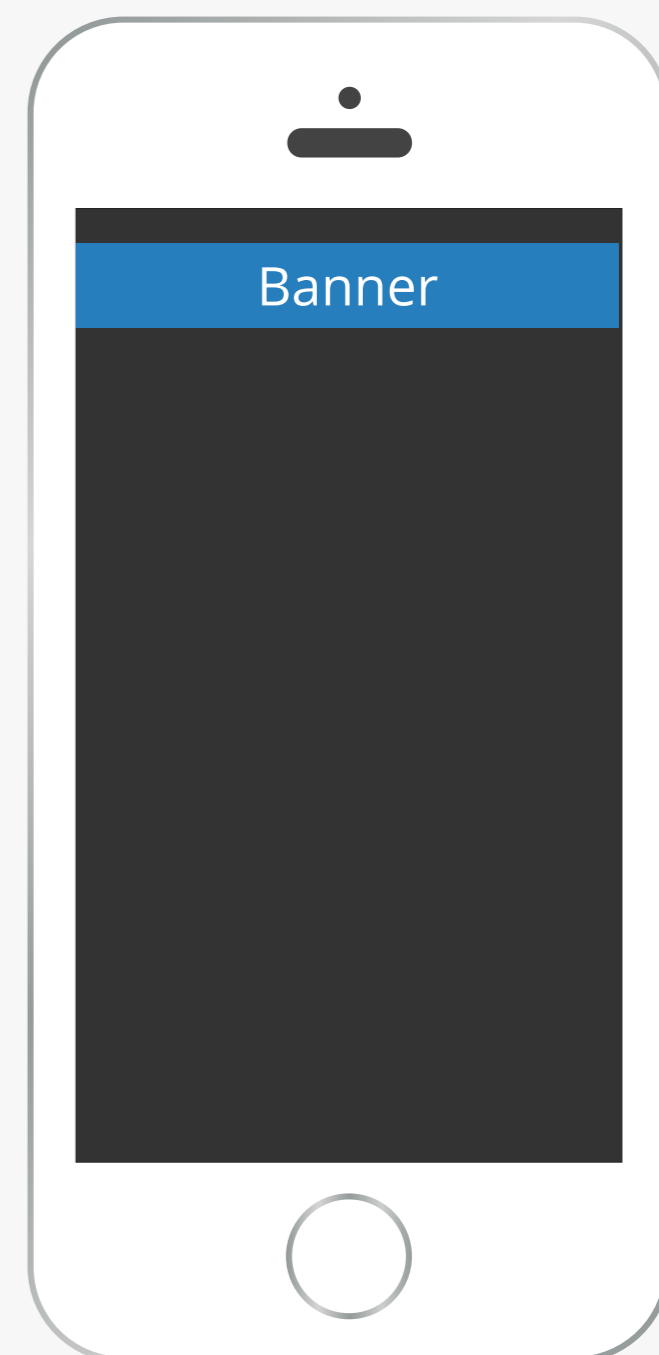


[www.affle.com](http://www.affle.com) [www.maas.affle.com](http://www.maas.affle.com)

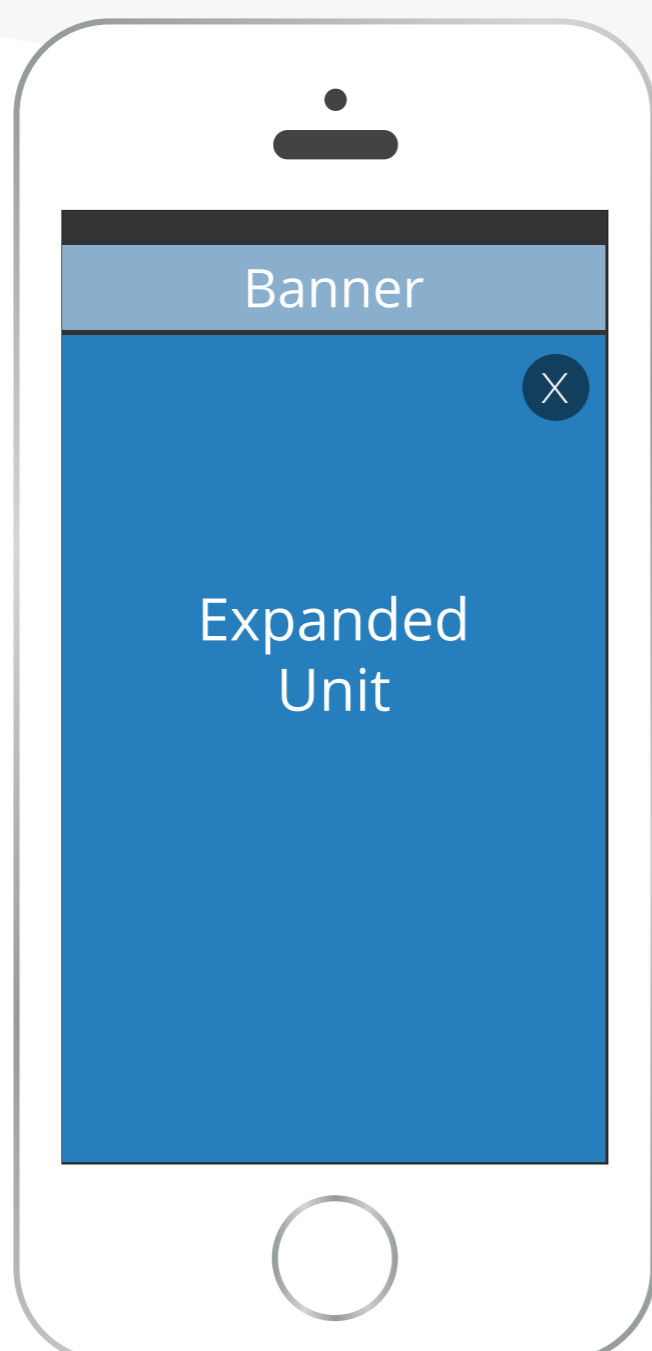
This document includes all ad specifications required for Affle's MAAS Platform.

## MOBILE DISPLAY BANNER SIZES

320x50 px	<15kb	XXL
300x50 px	<10kb	XL
216x36 px	<8kb	L
168x28 px	<6kb	M
120x20 px	<5kb	S



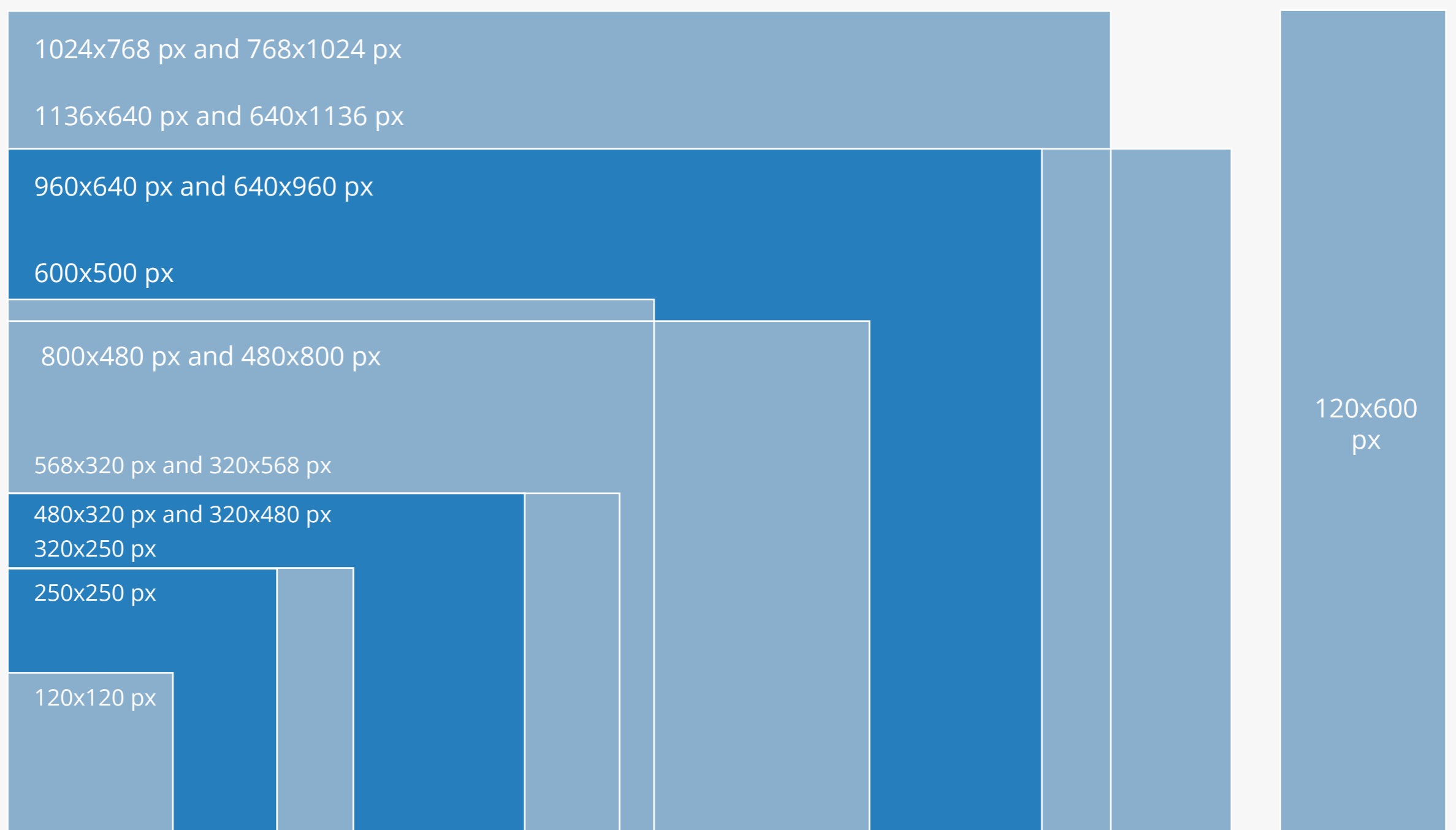
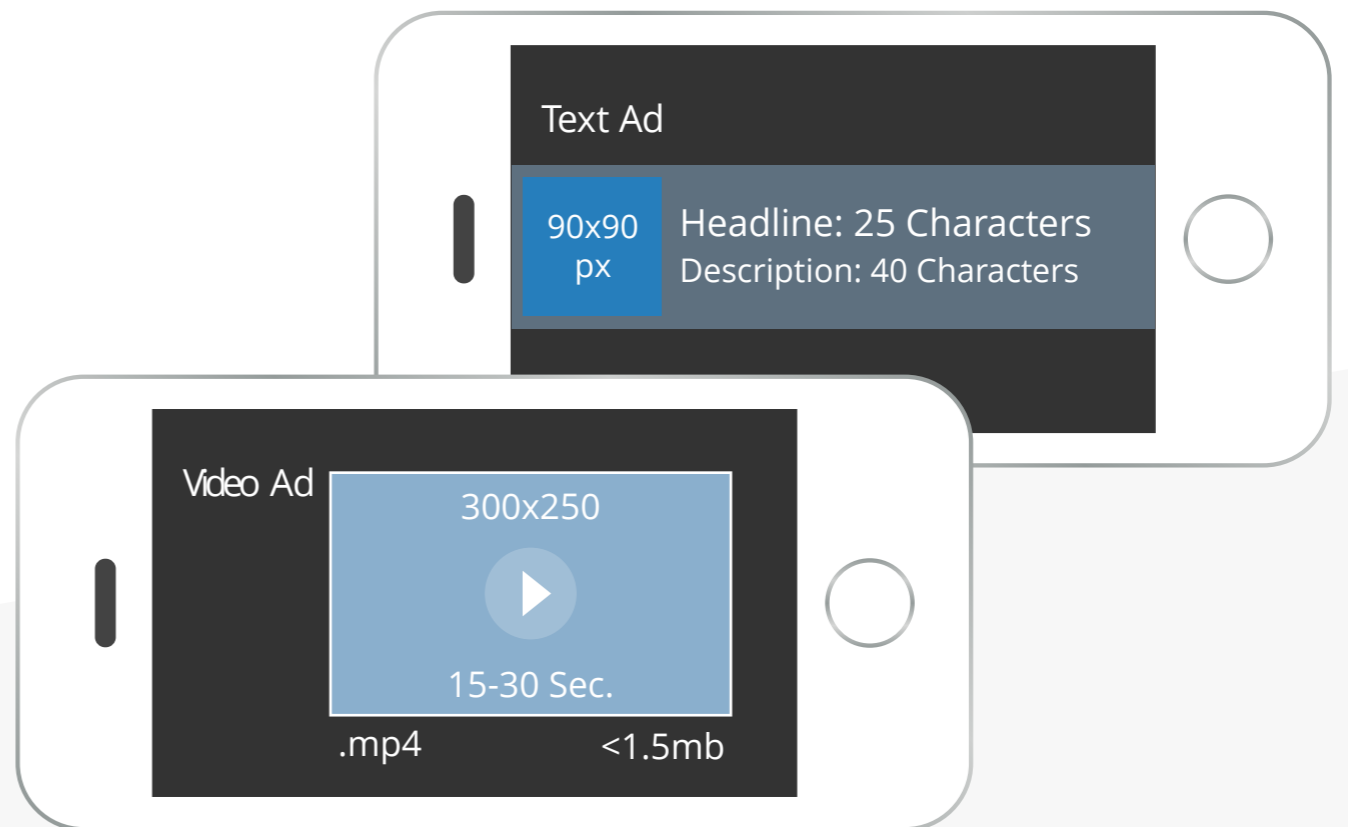
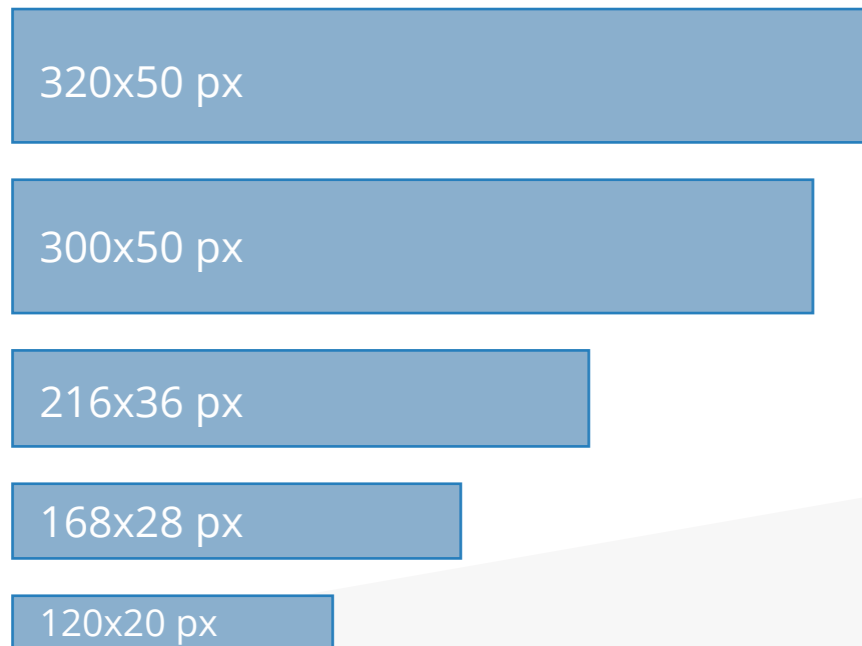
## MOBILE RICH MEDIA



320x50 px <15kb

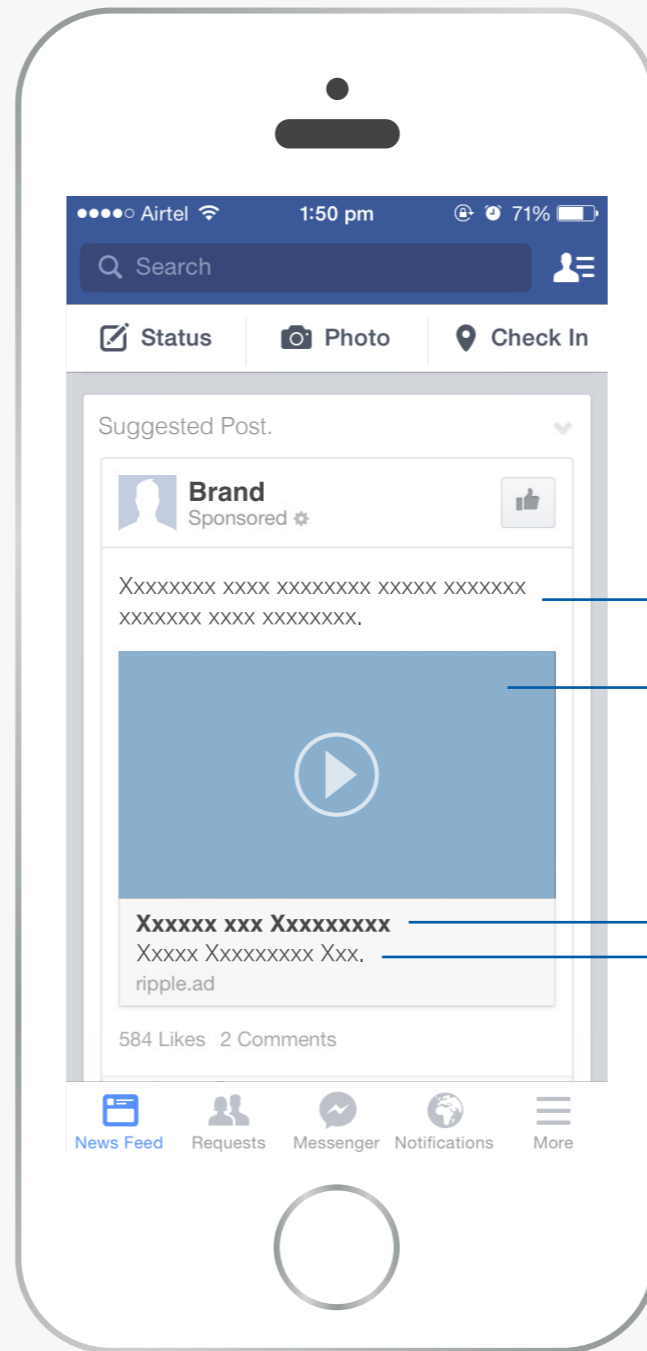
Expanded Unit  
320 x 480 pixels  
<150kb

## APP DOWNLOAD ADVERTISING BANNER SIZES



## FACEBOOK RICH MEDIA

Newsfeed Banner  
Mobile & Tablet

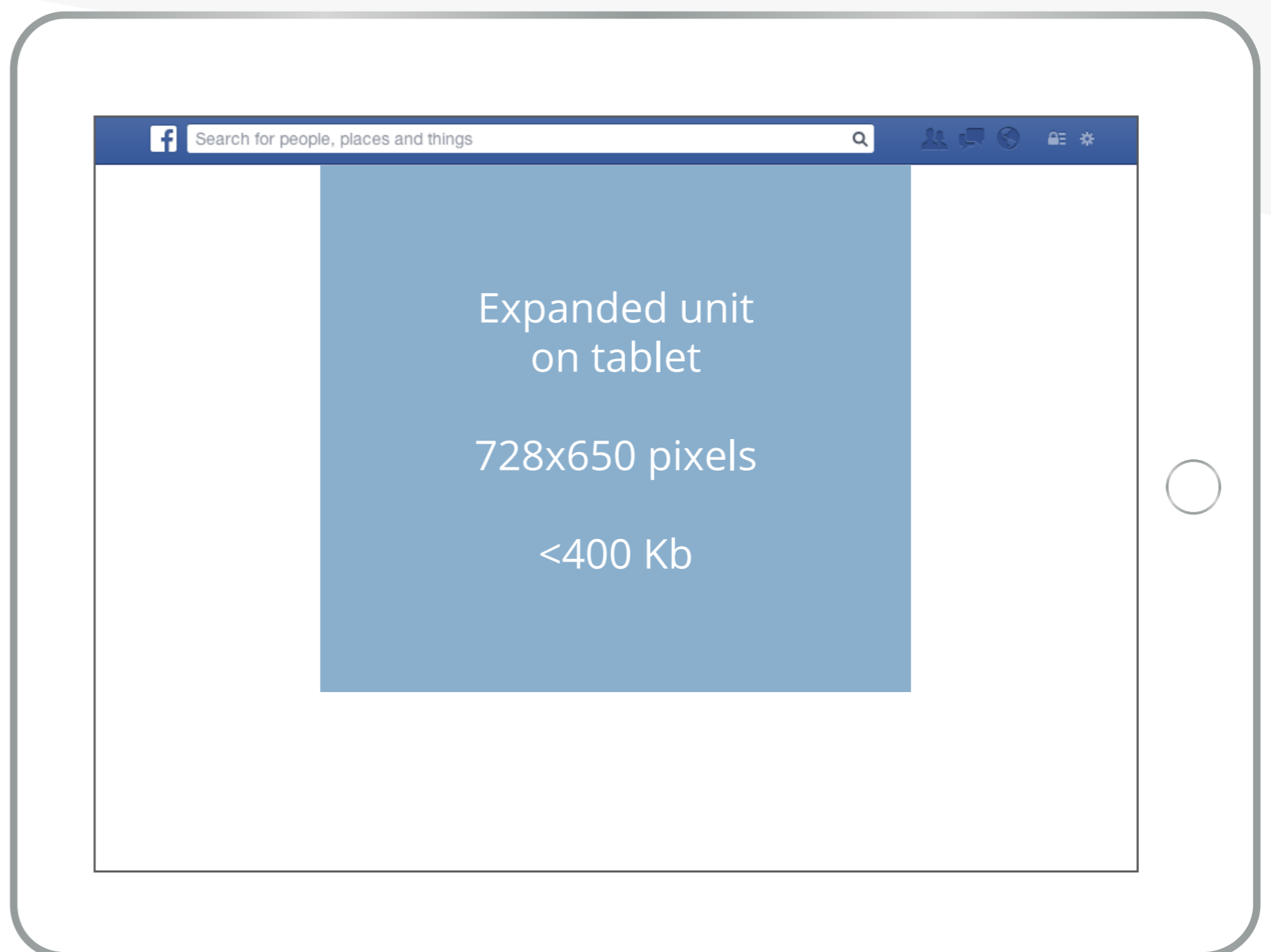
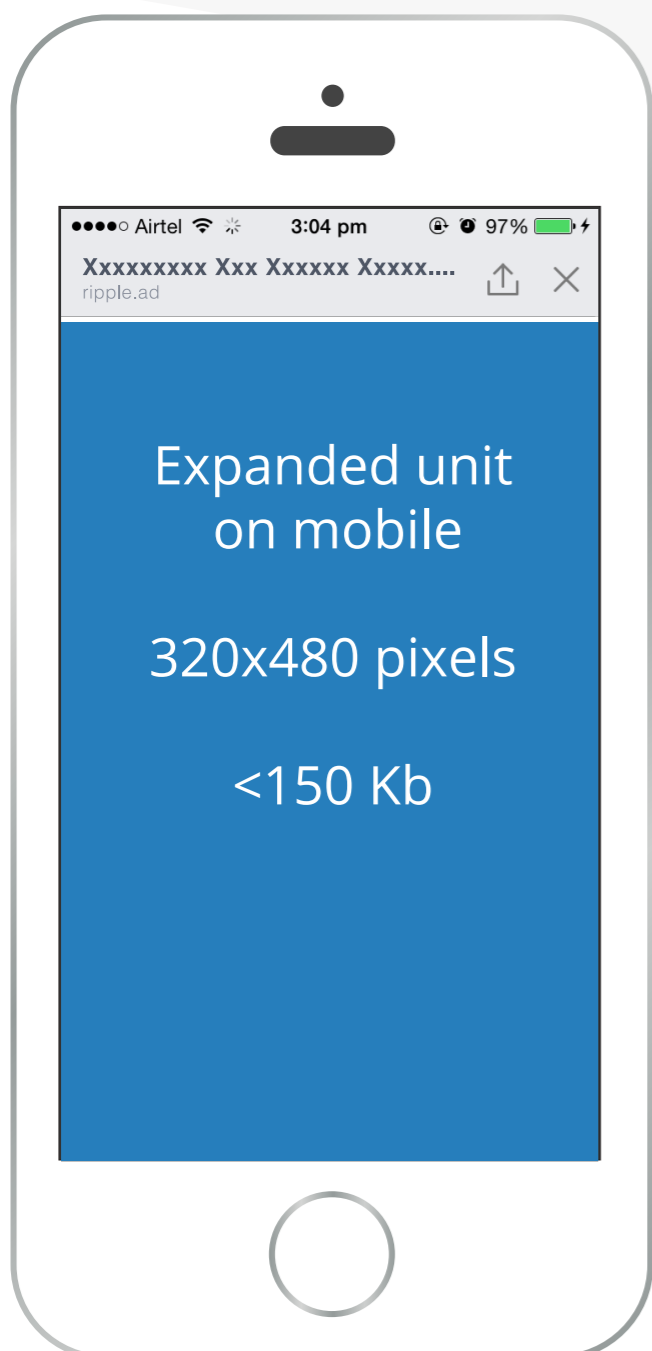


Promotion Text  
<90 Characters

Thumbnail  
1200x627 pixels

Headline  
<25 Characters

Description  
<30 Characters



## TABLET DISPLAY BANNER

960x40 pixels

<35kb

728x90 pixels

<30kb

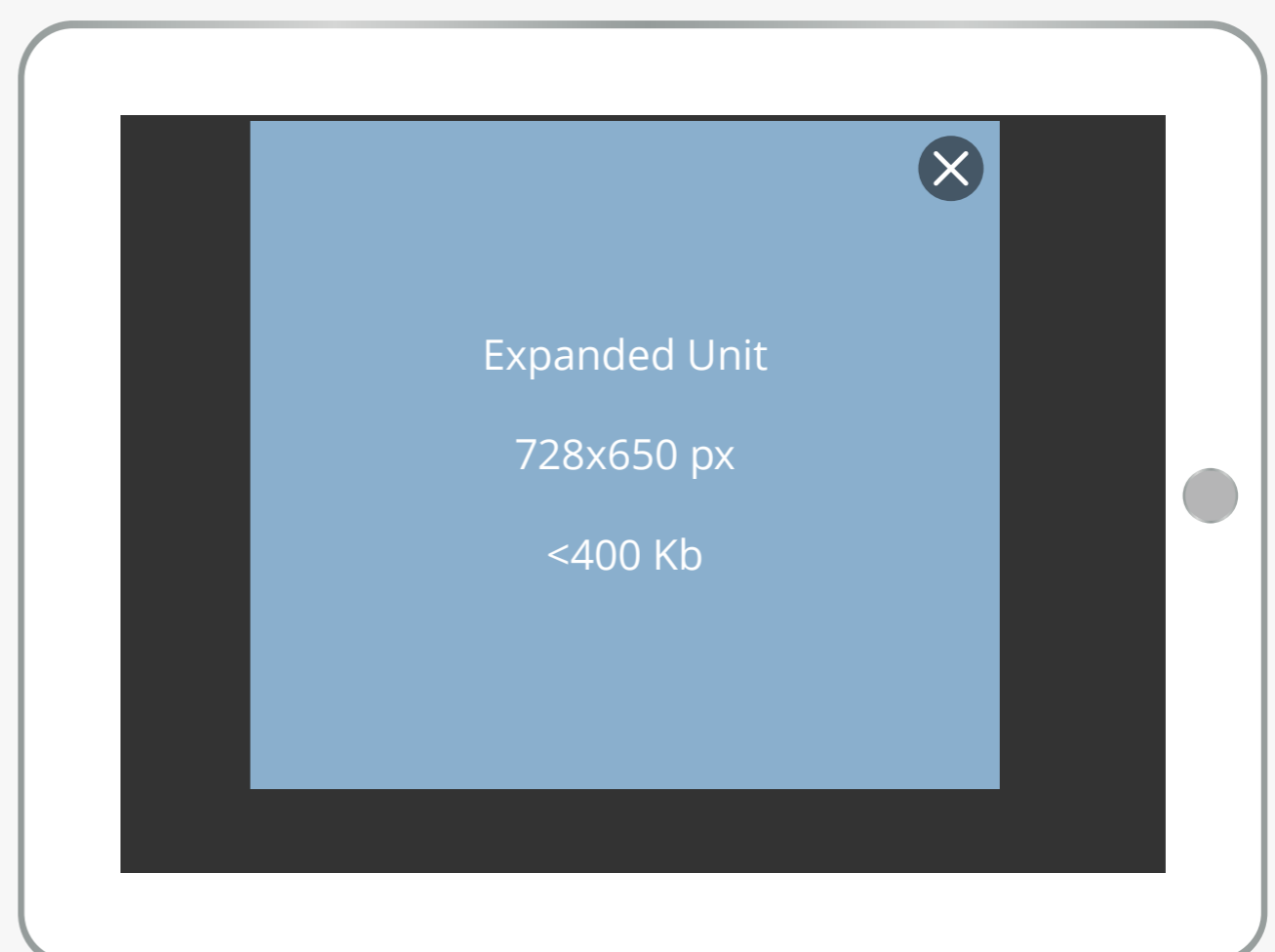
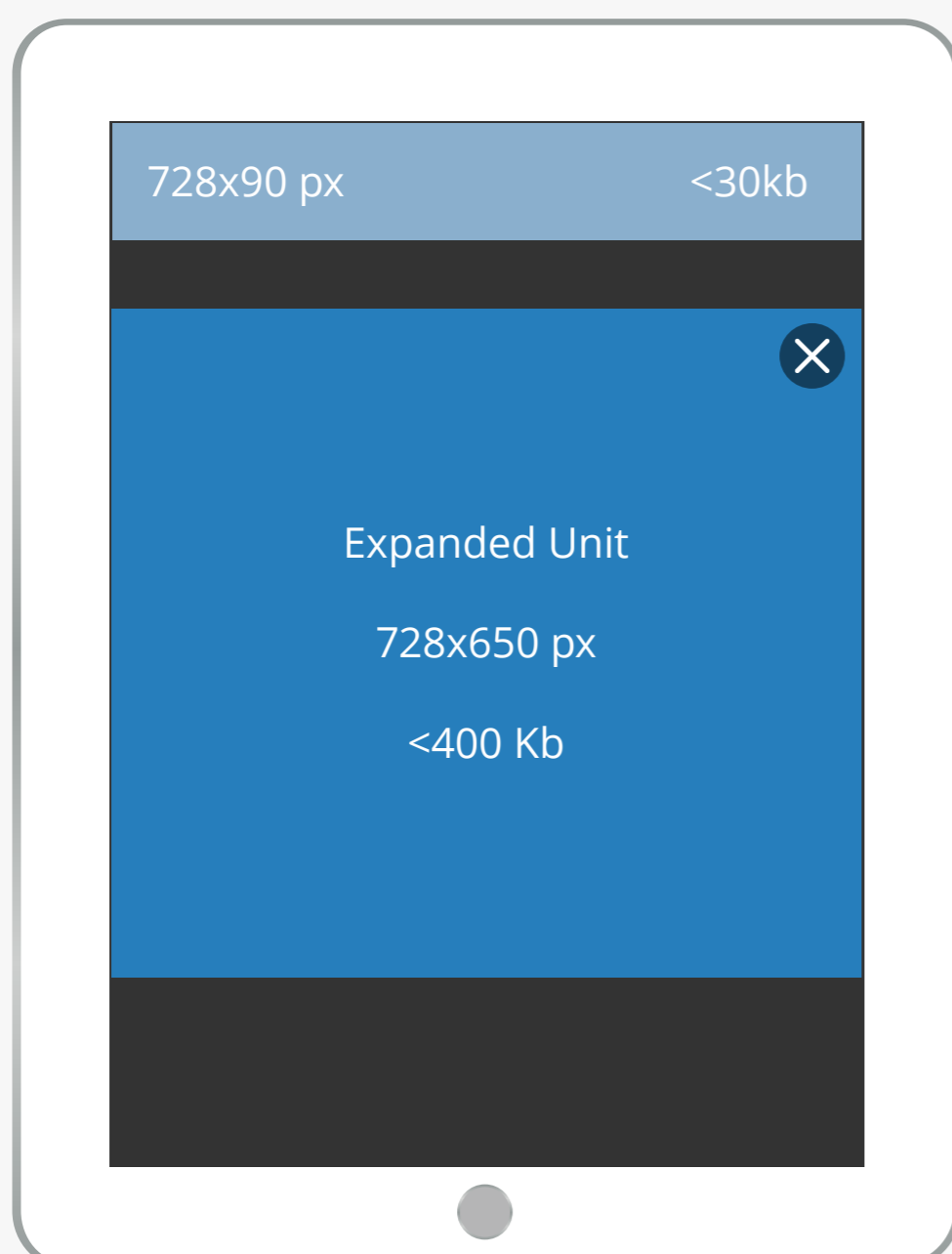
468x40 pixels

<25kb

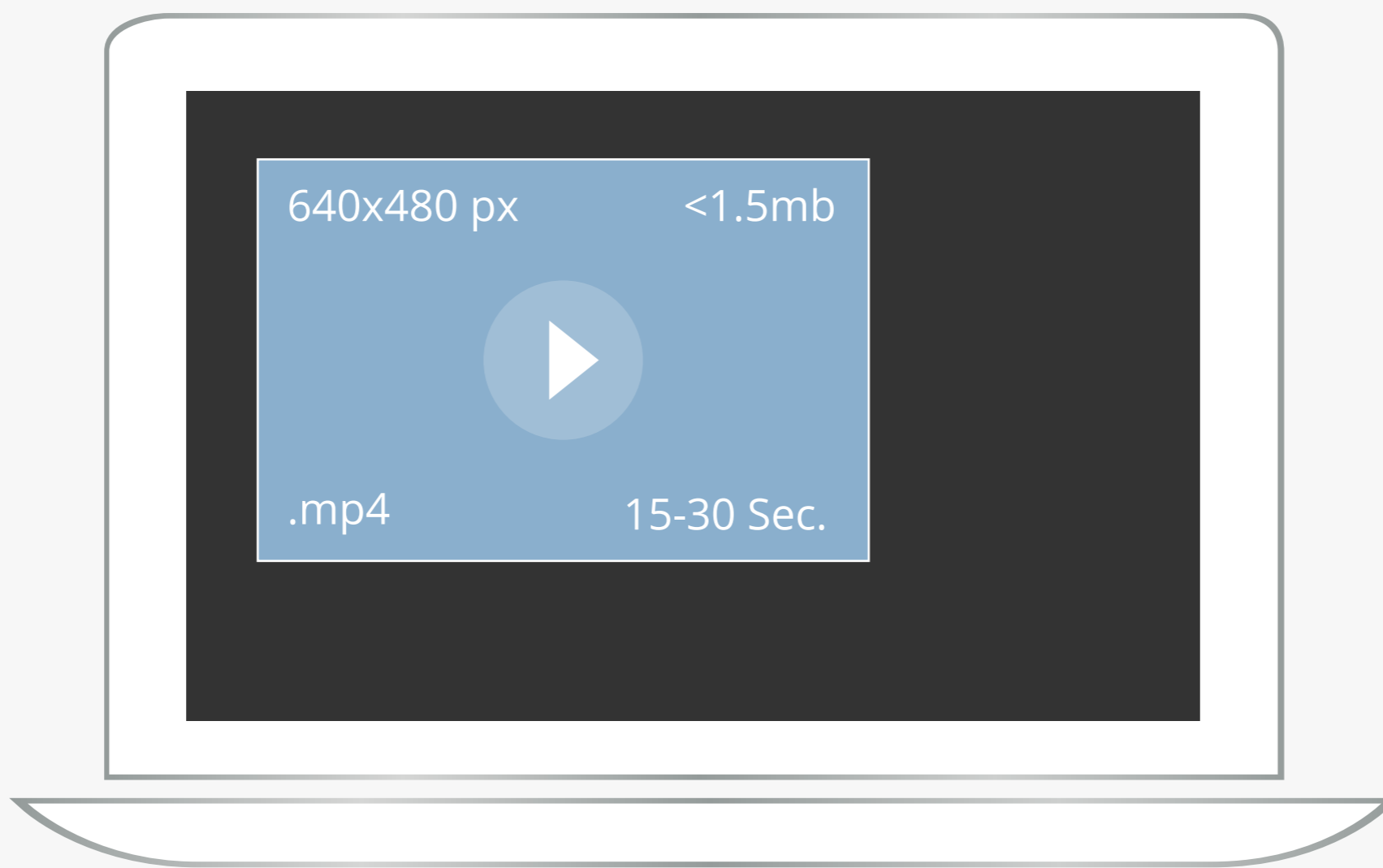
300x250 pixels

<30kb

## TABLET RICH MEDIA



PC PREROLL/ INTERACTIVE PREROLL



PC VIDEO BANNER

