

FA Mobile Takeover

Static banners are strongly recommended as best practice.

Flash files are no longer accepted for banner placements

Creative Assets –

Mobile Interstitial – 300x250

Top Rectangle Banner – 300x250

Middle Rectangle Banner – 300x250

Bottom Rectangle Banner – 300x250

Specifications -

Interstitial Mobile (Roadblock) –

Dimensions: 300 x 250 **File size:** 200k initial – HTML5 -100k polite | 300k full

File Format: 3rd party tags or Rich Media, HTML5, GIF/Animated GIF or JPEG with URL for click-through.

Auto close: 30 seconds

Rectangle Banners –

Dimensions: 300 x 250 **File size:** 40k initial | 100k polite – HTML5 -100k polite | 300k full

File Format: 3rd party tags or Rich Media, HTML5, GIF/Animated GIF or JPEG with URL for click-through.

Animation: 3 loop maximum, 30 second maximum length

Expanding: None