**FA Mobile Take Over  
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

***Expanding:*** None

• The publisher strongly suggests the use of static banners for this package