

	Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size (See note 2 below)	Max Video & Animation Frame rate	Maximum Animation Length	Max Video Length	Supported Creative Types	Audio Initiation	Z-index Range	Acceptable Tags	Unit-Specific Notes (See General Ad Requirements below)
Desktop Static Interstitial	Medium Rectangle	300x250	not allowed for this unit	40KB	not allowed for this unit	not allowed for this unit	not allowed for this unit	GIF, JPG, PNG	not allowed for this unit	6,000,000+	MRAID, JS, HTML	Control = "Close X. Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name
	Leaderboard	728x90	not allowed for this unit	40KB	not allowed for this unit	not allowed for this unit	not allowed for this unit	GIF, JPG, PNG	not allowed for this unit	6,000,000+	MRAID, JS, HTML	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name
	Masthead	970x90 (728x90)	970x115 (728x300) unit	60 KB	not allowed for this unit	not allowed for this unit	not allowed for this unit	GIF, JPG, PNG	not allowed for this unit	6,000,000+	MRAID, JS, HTML	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name
Desktop Video Interstitials	Video Interstitial	480x330	not allowed for this unit	2MB	24 fps	15 seconds	30 seconds	.mp4, .mov, .flv/H.264 <500 kbps ; 3:2 and 16:9; Audio: AAC <130 kbps	auto-play	6,000,000+	MRAID, JS, HTML	Control = "Close X" on expanded panel and "Expand" on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)
	Video Interstitial - Non-Skip	480x330	not allowed for this unit	2MB	24 fps	15 seconds	30 seconds	.mp4, .mov, .flv/H.264 <500 kbps ; 3:2 and 16:9; Audio: AAC <130 kbps	auto-play	6,000,000+	MRAID, JS, HTML	Control = "Close X" on expanded panel and "Expand" on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)
SponsoredPLAY	WZE (CPV)	750x500	not allowed for this unit	4MB	24 fps	15 seconds	30 seconds	.mp4, .mov, .flv/H.264 <500 kbps ; 3:2 and 16:9; Audio: AAC <130 kbps	User Initiated: Tap	6,000,000+	MRAID, JS, HTML	Control = "Close X" on expanded panel and "Expand" on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)
	WZE (CPE)	750x500	not allowed for this unit	40kb	24 fps	15 seconds	30 seconds	JavaScript, IFRAME	User Initiated: Tap	6,000,000+	MRAID, JS, HTML	Control = "Close X" on expanded panel and "Expand" on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)
Desktop Rich Media	Rich Media Banner	728x90	not allowed for this unit	35K	24 fps	15 seconds	30 seconds	HTML5 ; JavaScript; Animated GIF	none	6,000,000+	MRAID, JS, HTML	Control = "Close X" on expanded panel and "Expand" on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)
	Rich Media Banner	300x250	not allowed for this unit	35K	24 fps	15 seconds	30 seconds	HTML5 ; JavaScript; Animated GIF	none	6,000,000+	MRAID, JS, HTML	Control = "Close X" on expanded panel and "Expand" on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)

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Mobile Static Units	Static Interstitial	300x250	not allowed for this unit	30KB	Max Video & Animation Frame rate	15 seconds	not allowed for this unit	GIF, JPG, PNG	not allowed for this unit	6,000,000+	MRAID, JS, HTML	Control = "Close X. Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name
	Static Interstitial	320x480	not allowed for this unit	30KB	not allowed for this unit	15 seconds	not allowed for this unit	GIF, JPG, PNG	not allowed for this unit	6,000,000+	MRAID, JS, HTML	Control = "Close X. Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name
	Static Tablet Portrait or Landscape Interstitial	768x1024 or 1024x768	not allowed for this unit	30KB	not allowed for this unit	15 seconds	not allowed for this unit	GIF, JPG, PNG	not allowed for this unit	6,000,000+	MRAID, JS, HTML	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name
	Static Wide Banner	320x50	not allowed for this unit	15KB	not allowed for this unit	15 seconds	not allowed for this unit	GIF, JPG, PNG	not allowed	0 - 4,999	MRAID, JS, HTML	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name
	Leaderboard Banner - Tablet	728x90	not allowed for this unit	40kb	not allowed for this unit	15 seconds	not allowed for this unit	GIF, JPG, PNG	not allowed	0 - 4,999	MRAID, JS, HTML	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name
Mobile Rich Media Units	Rich Media Interstitial	300x250	not allowed for this unit	35K	24 fps	15 seconds	30 seconds	HTML5 ; JavaScript; Animated GIF	User Initiated: Tap	6,000,000+	MRAID, JS, HTML	Control = "Close X. Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name
	Rich Media Interstitial - Tablet Portrait or Landscape	768x1024 or 1024x768	not allowed for this unit	35K	24 fps	15 seconds	30 seconds	HTML5 ; JavaScript; Animated GIF	User Initiated: Tap	6,000,000+	MRAID, JS, HTML	Control = "Close X. Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name
	Rich Media Interstitial	320x480	not allowed for this unit	35K	24 fps	15 seconds	30 seconds	HTML5 ; JavaScript; Animated GIF	User Initiated: Tap	6,000,000+	MRAID, JS, HTML	Control = "Close X. Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized, include dimensions in file name
Mobile Video Units	Video Interstitial	320x480	not allowed for this unit	4MB	24 fps	15 seconds	30 seconds	.mp4,.mov, .flv/H.264 <500 kbps ; 3:2 and 16:9; Audio: AAC <130 kbps	auto-play	6,000,000+	MRAID, JS, HTML	Control = "Close X" on expanded panel and "Expand" on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)
	Video Interstitial - Tablet Portrait or Landscape	768x1024 or 1024x768	not allowed for this unit	4MB	24 fps	15 seconds	30 seconds	.mp4,.mov, .flv/H.264 <500 kbps ; 3:2 and 16:9; Audio: AAC <130 kbps	auto-play	6,000,000+	MRAID, JS, HTML	Control = "Close X" on expanded panel and "Expand" on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)
	Video Interstitial - Non-Skip - Portrait or Landscape Tablet	768x1024 or 1024x768	not allowed for this unit	4MB	24 fps	15 seconds	30 seconds	.mp4,.mov, .flv/H.264 <500 kbps ; 3:2 and 16:9; Audio: AAC <130 kbps	auto-play	6,000,000+	MRAID, JS, HTML	Control = "Close X" on expanded panel and "Expand" on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)
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SponsoredPLAY	W2E (CPV)	320x480	not allowed for this unit	4MB	24 fps	15 seconds	30 seconds	.mp4, .mov, .flv/H.264 <500 kbps ; 3:2 and 16:9; Audio: AAC <130 kbps	User Initiated: Tap	6,000,000+	MRAID, JS, HTML	Control = "Close X" on expanded panel and "Expand" on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)
	W2E (CPE)	320x480	not allowed for this unit	40kb	24 fps	15 seconds	30 seconds	JavaScript, iframe	User Initiated: Tap	6,000,000+	MRAID, JS, HTML	Control = "Close X" on expanded panel and "Expand" on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close/expand Video may be played in native player which has standard controls Custom video players must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)