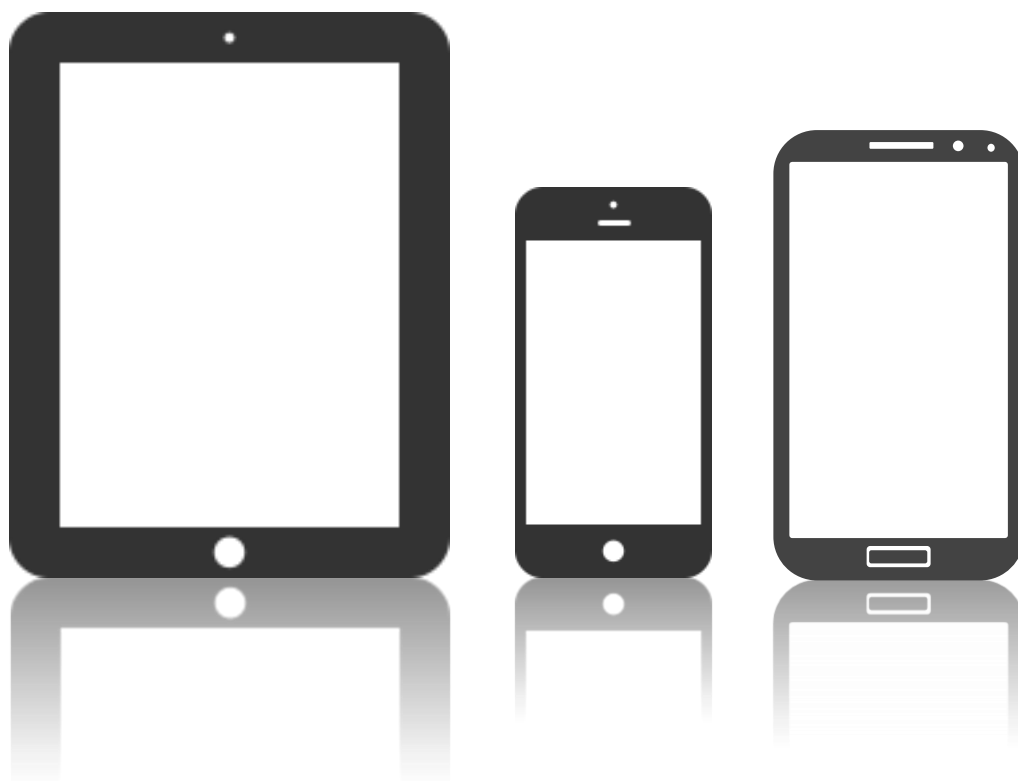


# Creative guidelines

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## Ad specifications

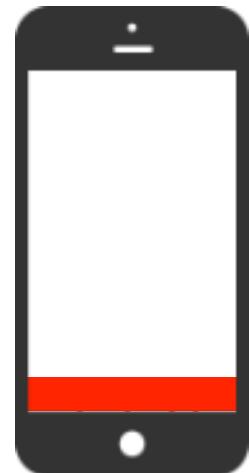


July 2013

AD SPECIFICATIONS**Smartphones**

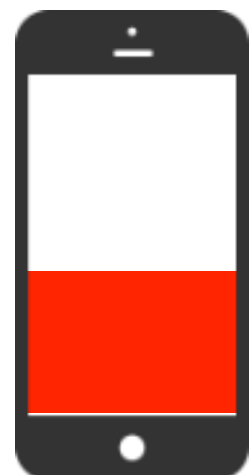
→ Image banners

Features	Requirements
<b>Pixel</b>	320 x 50 pixels
<b>Format</b>	.gif, .png, .jpg
<b>Length</b>	<30 sec
<b>Animated GIF</b>	<5 Fps
<b>File size (basic)</b>	<50 KB
<b>File size (enhanced)</b>	<50 KB



→ Medium rectangle

Features	Requirements
<b>Pixel</b>	300 x 250 pixels
<b>Format</b>	.gif, .png, .jpg
<b>Length</b>	<30 sec
<b>Animated GIF</b>	<5 Fps
<b>File size (basic)</b>	<50 KB
<b>File size (enhanced)</b>	<50 KB

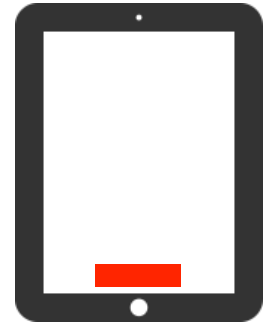


## AD SPECIFICATIONS

### Tablets

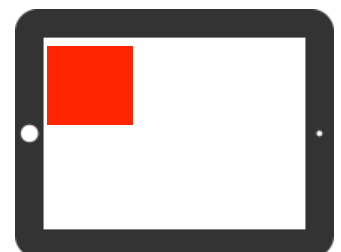
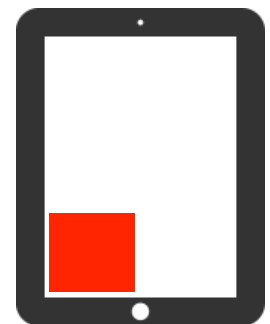
→ Image banners

Features	Requirements
<b>Pixel</b>	320 x 50 pixels
<b>Format</b>	.gif, .png, .jpg
<b>Length</b>	<30 sec
<b>Animated GIF</b>	<5 Fps
<b>File size (basic)</b>	<50 KB
<b>File size (enhanced)</b>	<50 KB



→ Medium rectangle

Features	Requirements
<b>Pixel</b>	300 x 250 pixels
<b>Format</b>	.gif, .png, .jpg
<b>Length</b>	<30 sec
<b>Animated GIF</b>	<5 Fps
<b>File size (basic)</b>	<50 KB
<b>File size (enhanced)</b>	<50 KB

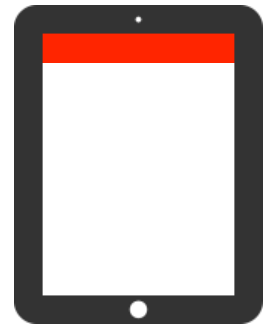


## AD SPECIFICATIONS

### Tablets

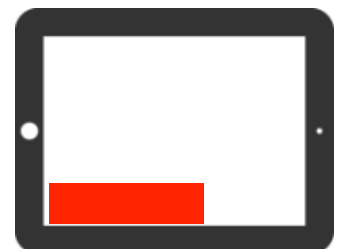
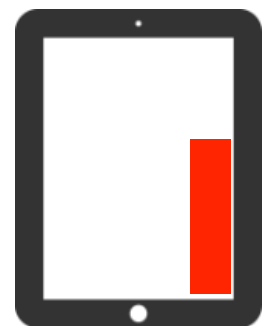
#### → Leaderboard

Features	Requirements
<b>Pixel</b>	728 x 90 pixels
<b>Format</b>	.gif, .png, .jpg
<b>Length</b>	<30 sec
<b>Animated GIF</b>	<5 Fps
<b>File size (basic)</b>	<50 KB
<b>File size (enhanced)</b>	<50 KB



#### → Skyscraper

Features	Requirements
<b>Pixel</b>	120 x 600 pixels
<b>Format</b>	.gif, .png, .jpg
<b>Length</b>	<30 sec
<b>Animated GIF</b>	<5 Fps
<b>File size (basic)</b>	<50 KB
<b>File size (enhanced)</b>	<50 KB



## LANDING PAGES

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### Size specification

Device	Size
Smartphones	640x960 pixels
Tablets	1024x768 pixels

### Contents specification

- The information provided on the landing page should be original and bring value for customers
- One should be able to find information about the company, product, price and characteristics
- Customers reviews or testimonials are a big plus
- If the landing page leads to the company homepage, it should be hosted by the same domain

For more information, visit our FAQ  
or contact us at [info@admoment.ru](mailto:info@admoment.ru)

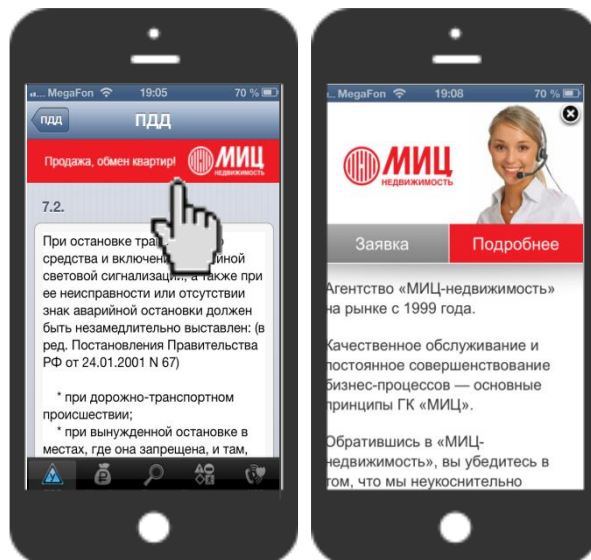
## Ad interactions

After user clicks on a banner, we support the following actions :

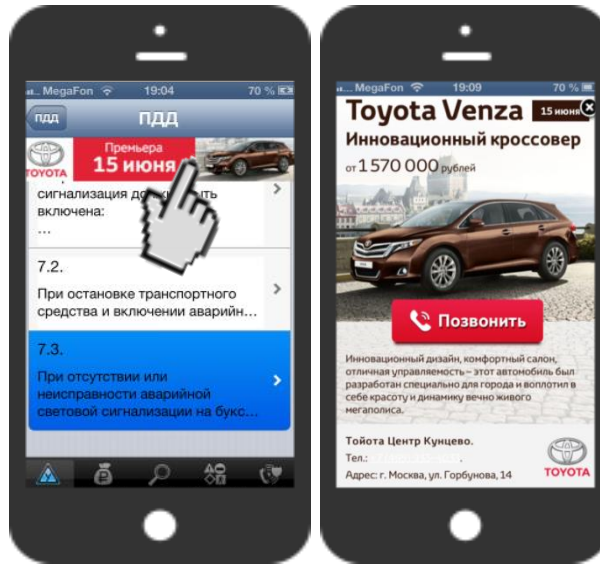
→ App download



→ Landing page with further information



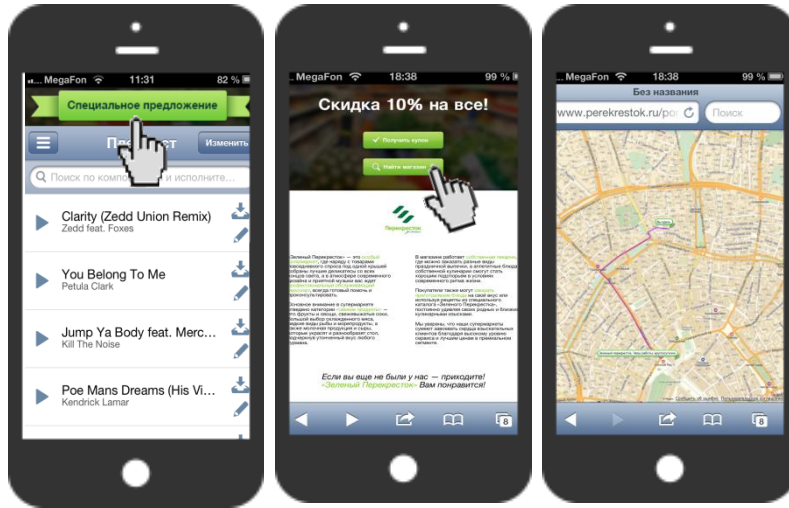
→ Landing page motivating to directly call



→ Landing page motivating to watch a video



→ Landing page with geo information, store locator



→ Landing page with motivation to sign-up

