

Technical Specifications**MREC for MOBILE WEB**

Product Code: PD044

Mobile Standard

Width	Height	Image Weight	Image Resolution	Third Party Served File Types
300 pix	250 pix	20k	72 dpi	GIF, JPEG, PNG, HTML, Javascript/jscript

Additional

Click-thru URL Limit	Animation	Alt Text Limit
255 characters	Unlimited loops within 15 seconds	Maximum up to 65 characters

Overall Creative Specifications

- Animation is limited to first 15 seconds, looping is unlimited within 15 seconds. Avoid experiences that 'break-through' the page or abuse the content.
- Creative must feature a 1 pixel border in black or grey font color recommended, though any color that clearly distinguishes the ad from the content may be used.
- Ad creative cannot launch any companion popup/popunder/floater when served.
- The click through URL must open in a new browser window.