EXPANDED MOBILE AD UNIT SIZES WHITEPAPER   JUNE 3, 2010

Contributors:

With the support of the MMA's Mobile Advertising committee the following companies provided contribution to this whitepaper:

This Whitepaper has been created by members of the Mobile Marketing Association and intended to provide insight into a new emerging area of focus. It should not be considered MMA policy nor is there a guarantee that any ideas contained here will be included in future MMA Guidelines, Best Practices and Standards.

To contribute to the creation of future Whitepapers or MMA Guidelines and Best Practices please email committees@mmaglobal.com.

INTRODUCTION

The purpose of this whitepaper is to educate the industry about the experimentation of mobile advertising units which are larger than those identified in the Global MMA Mobile Advertising Guidelines[1] (i.e. 320 pixels or larger). This whitepaper displays examples of Expanded Ad Units Sizes that are currently being used in the marketplace. The scope of this whitepaper includes ad units used on mobile devices which leverage mobile-centric operating systems and excludes all other devices, i.e. Netbooks.

Ad units described in this document are agnostic of both the specific device upon which they are displayed (e.g. Apple iPad, RIM Blackberry, etc) and the type of creative employed (e.g. standard banners, Rich Media, etc.). The goal of this whitepaper is to explore ad unit sizes that apply to various creative types.

This whitepaper is intended to encourage experimentation with Expanded Ad Unit Sizes on the mobile web and mobile applications. It also invites companies to share best practices with the MMA's Mobile Advertising Committee to influence future additions to the Global Mobile Advertising Guidelines.[2]

MARKET SIZE & GROWTH TRENDS

Today the mobile industry has seen a dramatic increase in mobile marketing targeted towards smartphones, especially large screen devices. The following are some statistics on the increase of ad impressions and increase in smartphone sales:

Millennial Media's Mobile Mix Report – April 2010[3]:
- *Android ad requests grew 77% month over month from January 2010 through April 2010.*
- *RIM ad requests grew 10% month over month from January 2010 through April 2010.*
- *iPad ad requests grew 77% week over week for the first full month the device was in market. (4/1-4/30)*
- *Overall mobile phone sales were also up, with a 17% leap to 314.7 million, aided by a huge push towards mobility in developing markets.*

RCR Wireless (RCR Unplugged)[4]:
- *In the US, sales of Android based phones grew by 70% 2010.*
- *Apple sold twice as many iPhones year-on-year. (2009-2010)*
- *RIM sales increased 46% from 2009 to 2010*

Smartphones, like those noted above, are the leaders in mobile advertising impressions delivered and therefore the most targeted devices in today's mobile advertising market. Additionally these devices have some of the largest screen resolutions of devices available to consumers. Because of the increase in ad requests for these devices, as well as the increased penetration in the consumer market, advertisers are starting to experiment and create larger mobile ad units, stepping outside of the boundaries of existing advertising guidelines.

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[1] The MMA Global Mobile Advertising Guidelines can be found here: http://mmaglobal.com/mobileadvertising.pdf.
[2] For more information about MMA Guidelines and Best Practices, please visit http://www.mmaglobal.com.
[3] For more information about these statistics and Millennial Media, please visit http://www.millennialmedia.com.
[4] For more information about these statistics and RCR Wireless, please visit: http://unplugged.rcrwireless.com.
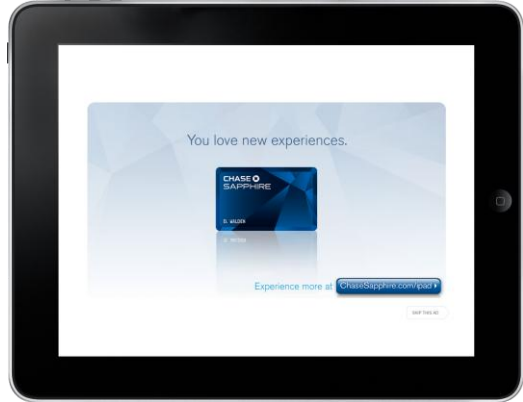
EXPANDED MOBILE AD UNITS

Expanded Mobile Ad Units, as described in this document, are mobile ad units that are wider than 300 pixels. The two ad units discussed in this document are:

- **Mobile Banner Ad Unit**: A horizontal ad unit displayed on a mobile screen with placement above, below, or between content.
- **Mobile Full Page Ad Unit**: An ad unit that is displayed on a mobile screen without content, or displayed over the content.

CREATIVE EXAMPLES

Width	Dimensions	Placement	Creative Example
320 Pixels	320 x 53 (6:1 Ratio)	Banner	 (Courtesy of Millennial Media)
	320 x 180 (2:1 Ratio)	Full Page	 (Courtesy of Mobile Posse)

320 Pixels	320 x 320 (1:1 Ratio)	Full Page	(Courtesy of Eye Wonder)
360 Pixels	360 x 120 (3:1 Ratio)	Banner	(Courtesy of Mobile Posse)

480 Pixels	480 x 270	Full Page	 (Courtesy of Mobile Posse)
728 Pixels	728 x 90	Banner	
900 Pixels	900 x 500	Full Page	 (Courtesy of Medialets)

MOBILE AD UNIT SCALING

It is a best practice to ensure when the ad unit is scaled larger than the original creative dimensions that the appropriate resolution is used to clearly display the ad unit images and fonts.

FILE SIZES

Due to the increased dimensions of Expanded Ad Units, file sizes may become larger than suggested industry best practices and guidelines.

Commonly accepted file sizes larger than those in the MMA Mobile Ad Guidelines are:
- Banner Ads (< 480 Pixels Wide): Suggested initial load file sizes are < 7.5KB.
- Full Page and other Expanded Ads: Suggested initial load file sizes are < 40KB.
- Rich Media Ads: Suggested initial load file sizes are < 40KB. (80KB Max Load)

DEVICE CONSIDERATIONS

The following mobile devices that can benefit from Expanded Mobile Ad Unit Sizes are, but not limited to:

- Android
    - Droid
    - G1
    - MyTouch
    - Nexus One
- Apple
    - iPad
    - iPhone
    - iPod Touch
- Blackberry (RIM)
    - Bold
    - Curve
    - Storm
    - Tour
- Microsoft
    - Kin One
    - Kin Two
- Palm
    - Pre
    - Pre Pixi
- Samsung
    - Freeform SCH-R350