



MOBILE **MARKETING ASSOCIATION**

Universal Mobile Ad Package

Version 1.0

Mobile Marketing Association

1.0 Overview

The MMA's Mobile Advertising Guidelines provide recommendations for the global ad units generally used in mobile advertising across the following mobile media channels: mobile web, messaging, applications and mobile video and TV. The Guidelines recommend ad unit usage best practices, creative technical specifications, as well as giving guidance on ad insertion and delivery. The guidelines are intended to promote the development of advertising on mobile phones by:

- Reducing the effort required to produce creative material,
- Ensuring that advertisements display effectively on the majority of mobile phones
- Ensuring that advertisements provide an engaging, non-intrusive consumer experience.

The MMA guidelines are the result of ongoing collaboration across the MMA Mobile Advertising Committee with representation from companies in Asia Pacific (APAC), Europe, Middle East and Africa (EMEA), Latin America (LATAM) and North America (NA). Committee members are representative of all parties in the mobile marketing ecosystem, including handset manufacturers, operators, content providers, agencies, brands and technology enablers.

Universal Mobile Ad Package

The MMA's Mobile Advertising Guidelines are increasingly accepted as best practice across the industry worldwide. In order to make preferred MMA ad units easier to define, adopt and reference, a subset of advertising units have been defined as "universal" mobile ad units. These "universal" mobile ad units already enjoy broad support across the industry from advertisers, agencies, mobile operators and publishers across the industry, and are defined in this Universal Mobile Ad Package document. The Universal Mobile Ad Package is supported by both the MMA and the IAB.






Publishers who are compliant with the MMA Mobile Advertising Guidelines will accept advertisers with at least one of the ad units designated "universal" in this document, and will attest that those ad units have the ability to reach the majority of that publisher's audience. Publishers are also free to offer more ad units beyond universal units, preferably those defined in the MMA Mobile Advertising Guidelines¹.





Advertisers can be sure that by producing creative material according to these universal ad units, they will be able to advertise with all publishers who are compliant with the MMA's "universal" mobile ad package.. Advertisers are not obliged to provide all ad units in every case. Also, advertisers are free to use ad units beyond universal units, preferably those defined in the MMA Mobile Advertising Guidelines.

¹ To view the MMA's Mobile Advertising Guidelines, please visit <http://www.mmaglobal.com/mobileadvertising.pdf>

2.0 Mobile Web Banner Ad Units

Table 1: MMA Mobile Web Ad Guidelines
Mobile Web Banner Ad Units

Name	Technical Specifications	Sample Creative (approx. dimension)
XX-Large Image Banner	<ul style="list-style-type: none"> 320 x 50 pixels <p>Universal unit:</p> <ul style="list-style-type: none"> GIF, PNG, JPEG for still image < 10 KB file size <p>Supplemental unit:</p> <ul style="list-style-type: none"> Animated GIF for animation < 15 KB file size 	
X-Large Image Banner	<ul style="list-style-type: none"> 300 x 50 pixels <p>Universal unit:</p> <ul style="list-style-type: none"> GIF, PNG, JPEG for still image < 10 KB file size <p>Supplemental unit:</p> <ul style="list-style-type: none"> Animated GIF for animation < 15 KB file size 	
X-Large High Image Banner	<ul style="list-style-type: none"> 300 x 75 pixels <p>Universal unit:</p> <ul style="list-style-type: none"> GIF, PNG, JPEG for still image < 10 KB file size <p>Supplemental unit:</p> <ul style="list-style-type: none"> Animated GIF for animation < 15 KB file size 	
Large Image Banner	<ul style="list-style-type: none"> 216 x 36 pixels <p>Universal unit:</p> <ul style="list-style-type: none"> GIF, PNG, JPEG for still image < 6 KB file size <p>Supplemental unit:</p> <ul style="list-style-type: none"> Animated GIF for animation < 9 KB file size 	
Large High Image Banner	<ul style="list-style-type: none"> 216 x 54 pixels <p>Universal unit:</p> <ul style="list-style-type: none"> GIF, PNG, JPEG for still image < 6 KB file size <p>Supplemental unit:</p> <ul style="list-style-type: none"> Animated GIF for animation < 9 KB file size 	

<p>Medium Image Banner</p>	<ul style="list-style-type: none"> • 168 x 28 pixels <p>Universal unit:</p> <ul style="list-style-type: none"> • GIF, PNG, JPEG for still image • < 4 KB file size <p>Supplemental unit:</p> <ul style="list-style-type: none"> • Animated GIF for animation • < 6 KB file size 	
<p>Medium High Image Banner</p>	<ul style="list-style-type: none"> • 168 x 42 pixels <p>Universal unit:</p> <ul style="list-style-type: none"> • GIF, PNG, JPEG for still image • < 4 KB file size <p>Supplemental unit:</p> <ul style="list-style-type: none"> • Animated GIF for animation • < 6 KB file size 	
<p>Small Image Banner</p>	<ul style="list-style-type: none"> • 120 x 20 pixels <p>Universal unit:</p> <ul style="list-style-type: none"> • GIF, PNG, JPEG for still image • < 2 KB file size <p>Supplemental unit:</p> <ul style="list-style-type: none"> • Animated GIF for animation • < 3 KB file size 	
<p>Small High Image Banner</p>	<ul style="list-style-type: none"> • 120 x 30 pixels <p>Universal unit:</p> <ul style="list-style-type: none"> • GIF, PNG, JPEG for still image • < 2 KB file size <p>Supplemental unit:</p> <ul style="list-style-type: none"> • Animated GIF for animation • < 3 KB file size 	
<p>Text Tagline (optional)</p>	<ul style="list-style-type: none"> • Up to 24 characters for X-Large • Up to 18 characters for Large • Up to 12 characters for Medium • Up to 10 characters for Small • Not used for XX-Large 	<p>Show Times Click Here</p>

3.0 Mobile Application Banner Ad Units

3.1 Mobile Application Banner Ad Units (ref. Mobile Web Banner Ad Units in 2.0 above)

3.2 Mobile Interstitial Banner Ad Units

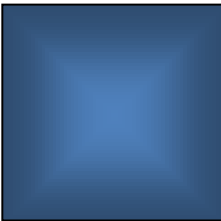
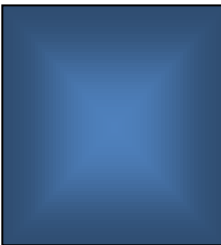
300 pixel widths and below can be any landscape aspect ratio, landscape up to square

- X-Large Mobile Application Image (width 300 pixels)
- Large Mobile Application Image (width 216 pixels)
- Medium Mobile Application Image (width 168 pixels)
- Small Mobile Application Image (width 120 pixels)

320 pixel range, the following best practice is arising

- XX-Large Mobile Application Image (width 320 pixels) as per Table 2 below.

Table 2: XX-Large Mobile Application Interstitial Ad Units

Name	Technical Specifications	Sample Creative (approx. dimension)
XX-Large Square Interstitial	<ul style="list-style-type: none"> • 320 x 320 pixels • GIF, PNG, JPEG for still image • < 40 KB file size 	
XX-Large Extended Interstitial	<ul style="list-style-type: none"> • 320 x 350 pixels • GIF, PNG, JPEG for still image • < 40 KB file size 	
XX-Large Portrait Interstitial	<ul style="list-style-type: none"> • 320 x 480 pixels • GIF, PNG, JPEG for still image • < 40 KB file size 	