

Mobile Overlay Specification

Artwork sizes:

Please supply the artwork in the following sizes:

- 320x480px (w/h)
Max file size 50Kb
- 300x250px (w/h)
Max file size 40Kb.

This can be in PNG, GIF or JPEG formats.

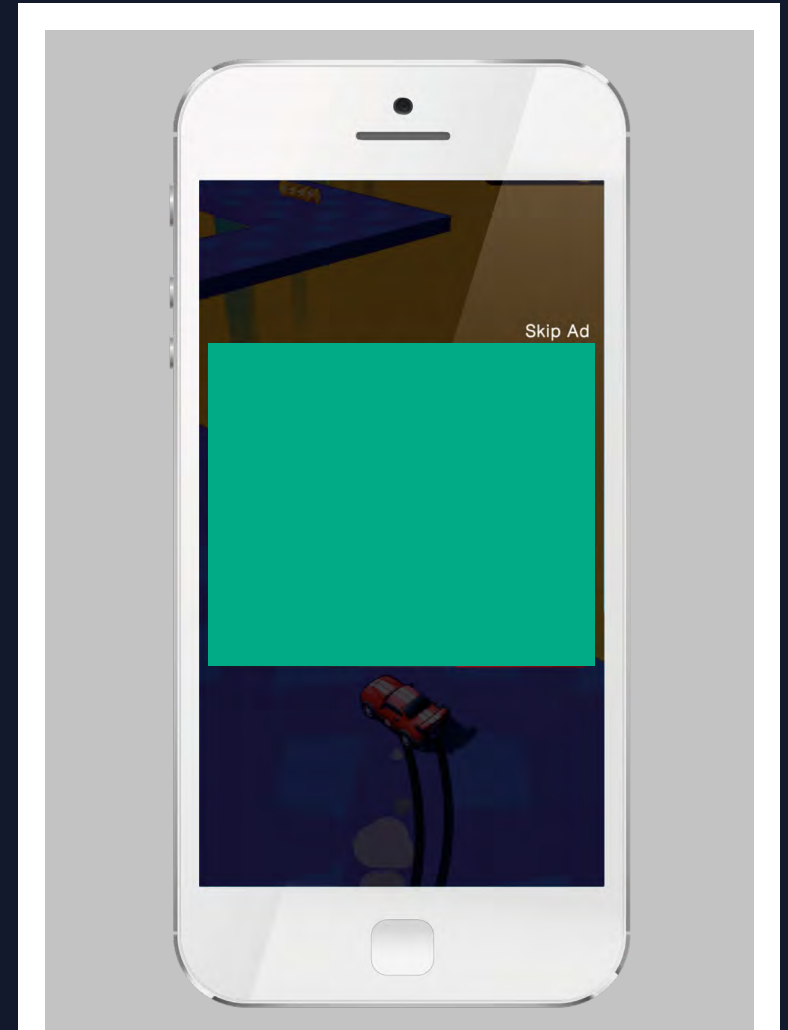
What we need:

- Target location - preferably a list of towns
- Time and date of campaign
- Target audience information:
Demographic, geographic and behavioural (interests, activity etc.)
- Genre of app you would like to serve through
- **Landing page URL.**

Lead time: 24 hours to begin a campaign from receipt of all collateral.

Tracking links:

Please ensure if you would like to add click tracking links to your campaign this is sent across as your URL. Please note we **cannot** accept 3rd party tags on artwork.



Mobile Overlay:
320x480px + 300x250px (w/h)

**Examples are for illustrative purposes only. The area shown in green indicates the artwork in situ, this is not to scale, please follow the measurements given.*