

Rich Media Specification – In-feed Ad Formats

3D Cube

3D Cube is an interactive cube, that the user rotates by moving their finger across the screen.

Media asset sizes:

Please supply 4 x media assets (artwork or video) in the following format:

- 600x500px (w/h)
- Video ratio: 600:444

This can be supplied in JPEG, PNG, MP4, WebM and AVI formats.

What we need:

- Location(s) of where you want to target + radius
- Campaign start and end date
- Target audience demographics
- **URL for the click through.**

Lead time:

24 hours to begin a campaign from receipt of artwork.

Tracking links:

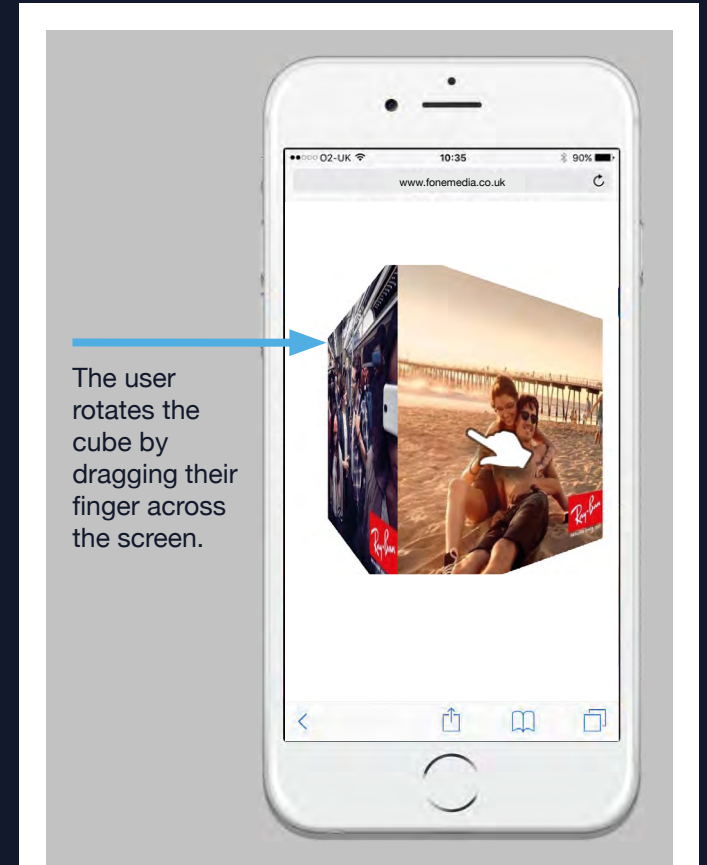
Please ensure if you would like to add click tracking links to your campaign this is sent across as your URL. Please note we **cannot** accept 3rd party tags on artwork.



Touch Interaction



Video Enabled



3D Cube

4 x media assets

600x500px (w/h)

**Examples are for illustrative purposes only. They are not to scale. Please follow the measurements given.*

fonemedia

Rich Media Specification – In-feed Ad Formats

Slides

Slides behaves like an interactive slide-show, with the user tilting their device to scroll through the slides.

Artwork sizes:

Please supply 4 x artwork in the following format:

- 600x500px (w/h)
- This can be supplied in JPEG or PNG formats.

What we need:

- Location(s) of where you want to target + radius
- Campaign start and end date
- Target audience demographics
- **URL for the click through.**

Lead time:

24 hours to begin a campaign from receipt of artwork.

Tracking links:

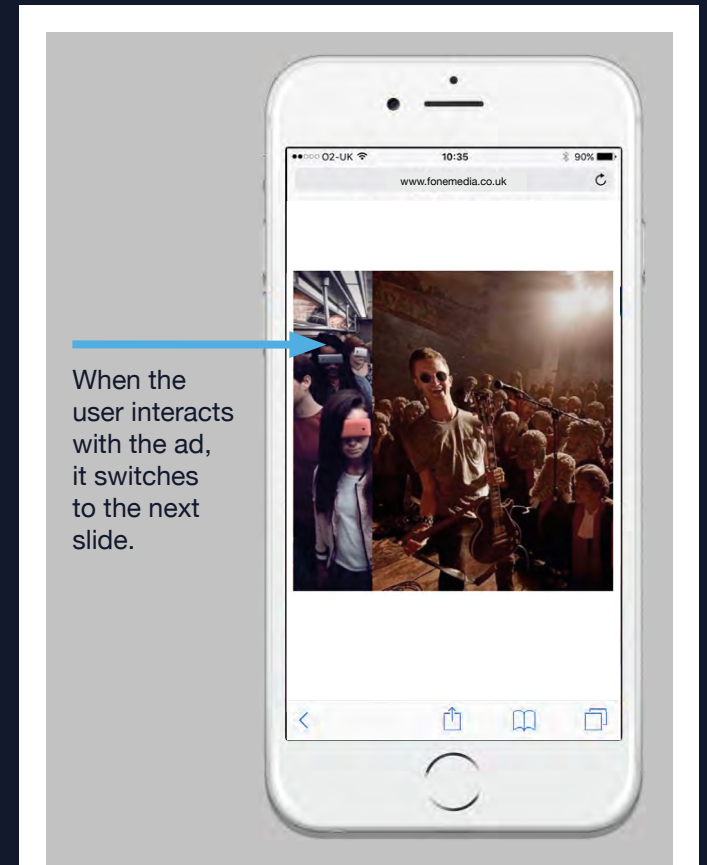
Please ensure if you would like to add click tracking links to your campaign this is sent across as your URL. Please note we **cannot** accept 3rd party tags on artwork.



Gyro Interaction



Touch Interaction



When the user interacts with the ad, it switches to the next slide.

Slides

4 x artwork
600x500px (w/h)
JPEG or PNG

Rich Media Specification – In-feed Ad Formats

Triangular Prism

The user interacts with the 3-sided 3D prism by touch - when they drag their finger over it, it will rotate to reveal the next image.

Artwork sizes:

Please supply 3 x artwork in the following format:

- 600x500px (w/h)
- This can be supplied in JPEG or PNG formats.

What we need:

- Location(s) of where you want to target + radius
- Campaign start and end date
- Target audience demographics
- **URL for the click through.**

Lead time:

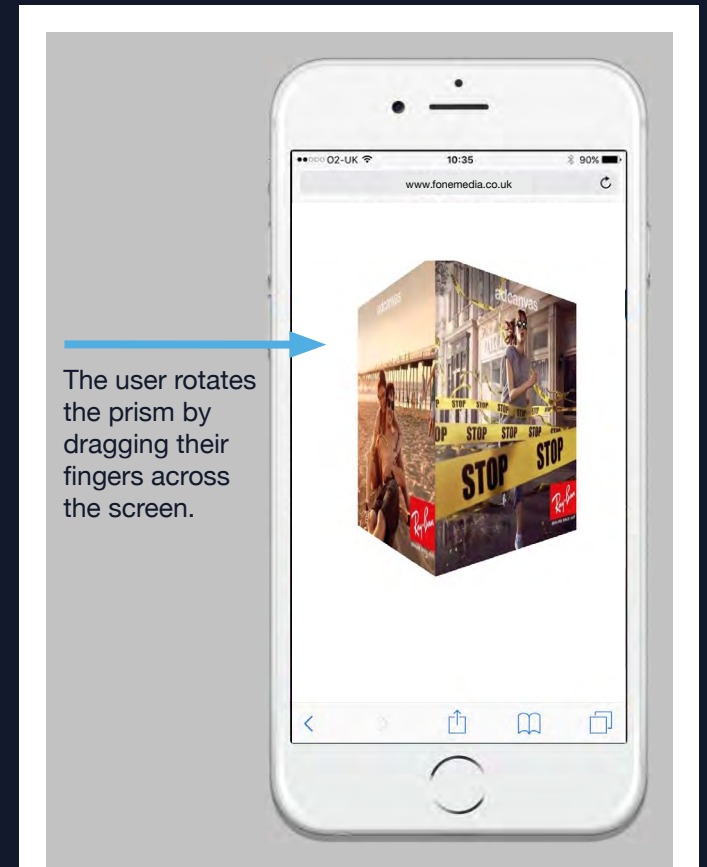
24 hours to begin a campaign from receipt of artwork.

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.



Touch Interaction



The user rotates the prism by dragging their fingers across the screen.

Triangular Prism

3 x artwork
600x500px (w/h)
JPEG or PNG

Rich Media Specification – In-feed Ad Formats

Scratch

Scratch uses two main images that are layered. The foreground layer acts as a scratchable surface, which the user removes by rubbing the screen.

Media asset sizes:

Please supply 3 media assets (artwork or video) in the following format:

- 600x500px (w/h)
- Video ratio: 600:544

This can be supplied in JPEG, PNG, MP4, WebM and AVI formats.

What we need:

- Location(s) of where you want to target + radius
- Campaign start and end date
- Target audience demographics
- **URL for the click through.**

Lead time:

24 hours to begin a campaign from receipt of artwork.

Tracking links:

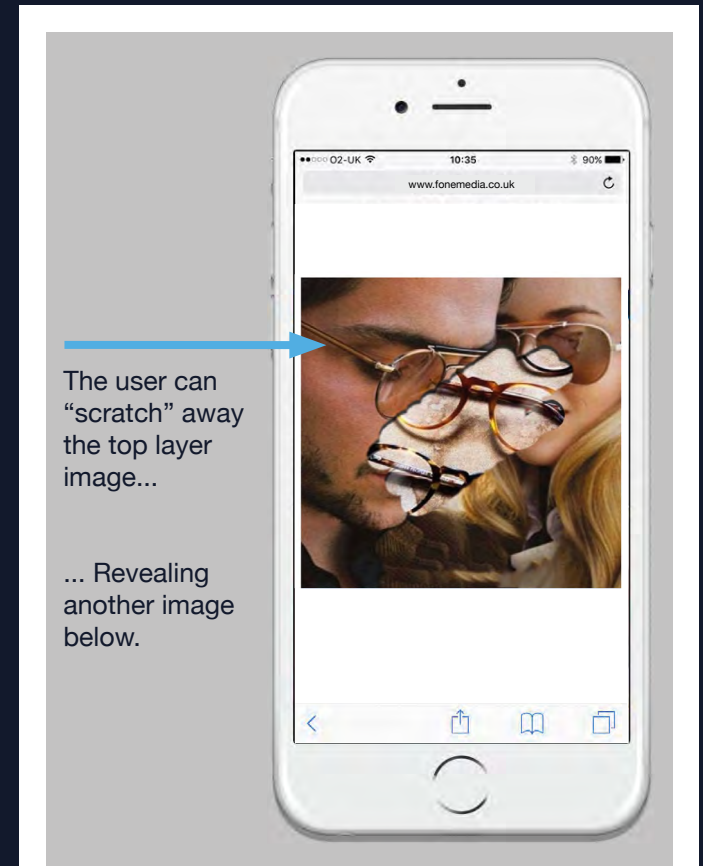
Please ensure if you would like to add click tracking links to your campaign this is sent across as your URL. Please note we **cannot** accept 3rd party tags on artwork.



Touch Interaction



Video Enabled



Scratch

3 x media assets

600x500px (w/h)

JPEG, PNG, MP4, WebM or AVI format

**Examples are for illustrative purposes only. They are not to scale. Please follow the measurements given.*

fonemedia

Rich Media Specification – In-feed Ad Formats

Pixel Pages

Pixel Pages features a page turn animation, making the user aware that the ad is interactive, prompting them to turn the page.

Media asset sizes:

Please supply up to 5 media assets (artwork or video) in one of the following formats:

- Square - 480x480px (w/h) (video ratio: 600:544)
- Mid screen - 480x600px (w/h) (video ratio: 600:694)
- Full screen - 480x854px (w/h) (video ratio: 600:1012)

This can be supplied in JPEG, PNG, MP4, WebM and AVI formats.

What we need:

- Location(s) of where you want to target + radius
- Campaign start and end date
- Target audience demographics
- **URL for the click through.**

Lead time:

24 hours to begin a campaign from receipt of artwork.

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.

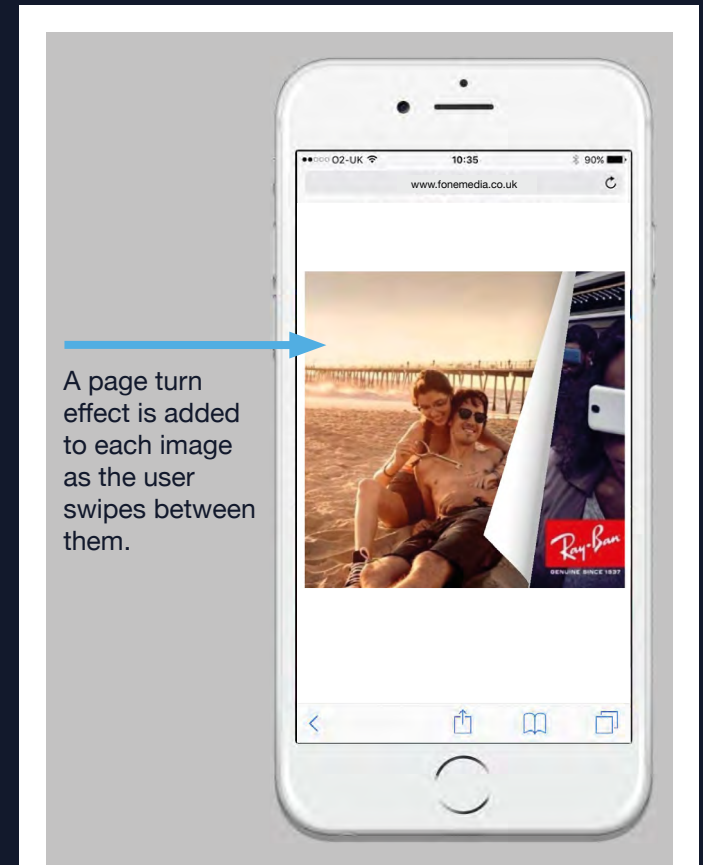


Touch Interaction



Video Enabled

**Examples are for illustrative purposes only. They are not to scale. Please follow the measurements given.*



Pixel Pages

Up to 5 x media assets

Select one of the sizes listed for all 5 assets

fonemedia

Rich Media Specification – Full Screen Ad Formats

3D Showroom

3D Showroom is an interactive full screen ad that invokes a VR feel, by allowing the user to move their phone and look around a fully 3D showroom.

Media asset sizes:

Please supply assets in the following formats:

- Ceiling (optional): 500x500px (w/h) - JPEG or PNG
- Floor (optional): 128x128px (w/h) - JPEG or PNG
- Frame 1: 453x346px (w/h) - JPEG, PNG, MP4, WebM or AVI
- Frame 2: 726x346px (w/h) - JPEG, PNG, MP4, WebM or AVI
- Frame 3: 453x346px (w/h) - JPEG, PNG, MP4, WebM or AVI
- Frame 4: 350x346px (w/h) - JPEG, PNG, MP4, WebM or AVI
- Frame 5: 453x346px (w/h) - JPEG, PNG, MP4, WebM or AVI
- Frame 6: 453x346px (w/h) - JPEG, PNG, MP4, WebM or AVI
- Frame 7: 350x346px (w/h) - JPEG, PNG, MP4, WebM or AVI
- Frame 8: 350x346px (w/h) - JPEG, PNG, MP4, WebM or AVI
- Fallback image: 480x854px (w/h) - JPEG or PNG

Please note all 'second' images are shown during gyro activity.

What we need:

- Location(s) of where you want to target + radius
- Campaign start and end date
- Target audience demographics
- **URL for the click through.**



Touch Interaction

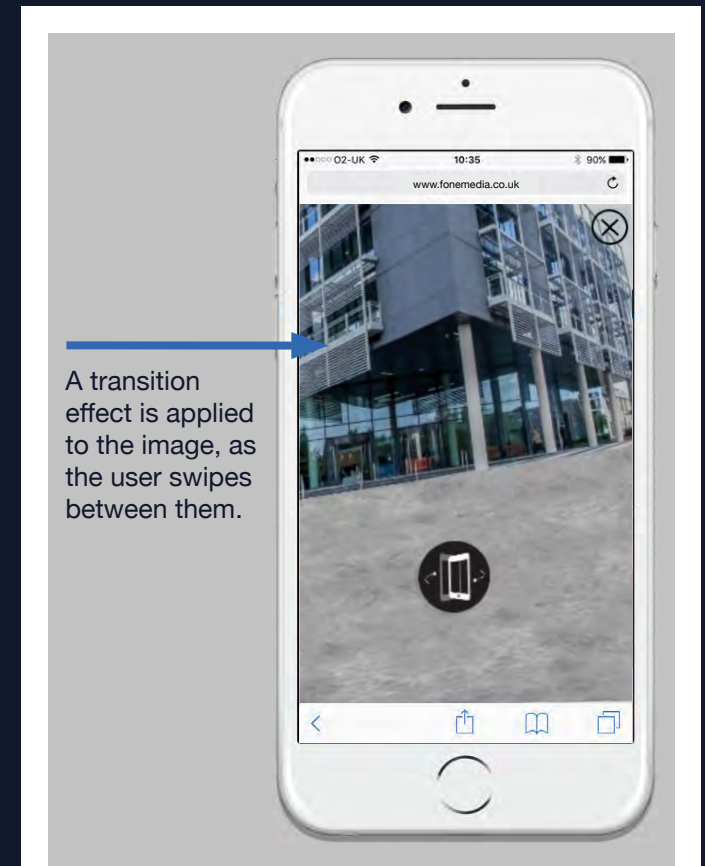
Lead time:

24 hours to begin a campaign from receipt of artwork.

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.

**Examples are for illustrative purposes only. They are not to scale. Please follow the measurements given.*



3D Showroom

9-11 x media assets

fonemedia

Rich Media Specification – Full Screen Ad Formats

Mosaic

Mosaic image layers respond to the user moving their phone by flipping to reveal another image beneath.

Artwork sizes:

Please supply artwork in the following formats:

- First top layer image - 480x180px (w/h) - JPEG or PNG
- Second top layer image - 480x180px (w/h) - JPEG or PNG
- First centre left layer image - 240x240px (w/h) - JPEG or PNG
- Second centre left layer image - 240x240px (w/h) - JPEG or PNG
- First centre right layer image - 240x240px (w/h) - JPEG or PNG
- Second centre right layer image - 240x240px (w/h) - JPEG or PNG
- Bottom layer media set - 480x144px (w/h) - JPEG, PNG, MP4, WebM or AVI

Please note all 'second' images are shown during gyro activity.

What we need:

- Location(s) of where you want to target + radius
- Campaign start and end date
- Target audience demographics
- **URL for the click through.**



Gyro Interaction



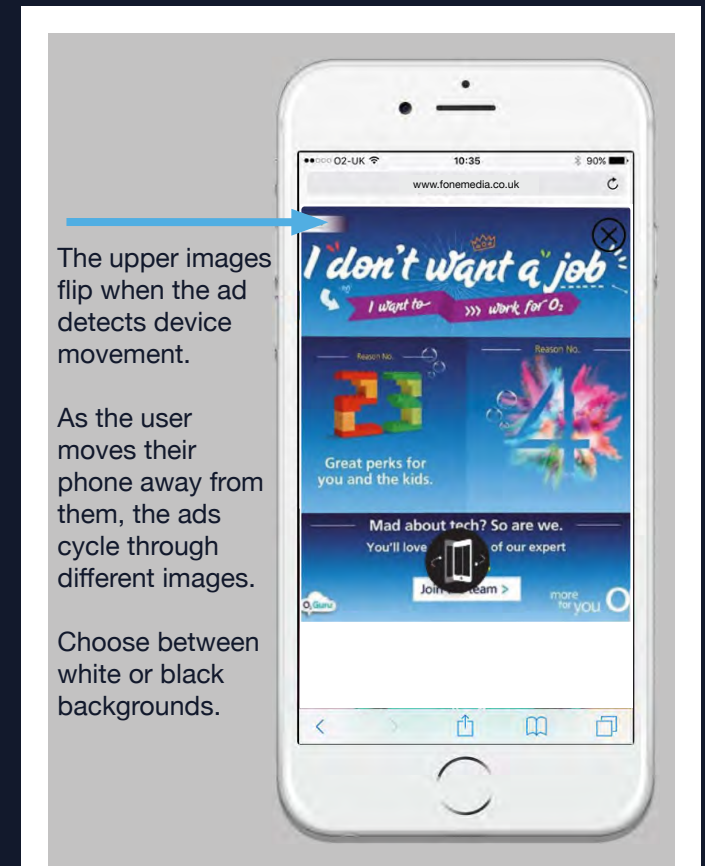
Touch Interaction

Lead time:

24 hours to begin a campaign from receipt of artwork.

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.



The upper images flip when the ad detects device movement.

As the user moves their phone away from them, the ads cycle through different images.

Choose between white or black backgrounds.

Mosaic

9 x media assets

**Examples are for illustrative purposes only. They are not to scale. Please follow the measurements given.*

Rich Media Specification – Full Screen Ad Formats

Full Screen Scratch

Full Screen Scratch layers two images to produce a scratch effect when the device screen is touched.

Artwork sizes:

Please supply artwork in the following formats:

- First top layer image: 480x854px (w/h) - JPEG or PNG
- Under scratch surface media: 480x854px (w/h) - JPEG, PNG, MP4, WebM or AVI
- Button: size not defined - JPEG or PNG
- Fallback image: 480x854px (w/h) - JPEG or PNG.

What we need:

- Location(s) of where you want to target + radius
- Campaign start and end date
- Target audience demographics
- **URL for the click through.**

Lead time:

24 hours to begin a campaign from receipt of artwork.

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.



Touch Interaction



Video Enabled



The user can scratch away the top layer image...

... Revealing another image below.

Scratch

First top layer image: 480x854px (w/h) - JPEG or PNG
Under scratch surface media: 480x854px (w/h)
- JPEG, PNG, MP4, WebM or AVI
Button: size not defined - JPEG or PNG
Fallback image: 480x854px (w/h) - JPEG or PNG

**Examples are for illustrative purposes only. They are not to scale. Please follow the measurements given.*

fonemedia