



**DISPLAY ADVERTISING CREATIVE FORMAT GUIDELINES:**

# QUICK REFERENCE GUIDE

CREATIVE UNIT NAME	INITIAL DIMENSIONS (WXH IN PIXELS)	MAXIMUM EXPANDED DIMENSIONS (WXH IN PIXELS)	MAX INITIAL FILE LOAD SIZE	HOST INITIATED SUBLOAD	ANIMATION/VIDEO GUIDELINES	Z-INDEX RANGE	NOTES
<b>320x50 Full Page Flex (Interstitial or Inline)</b>	May launch from any IAB or MMA Standard Banner Phone Example: 320x50 or in expanded state as an interstitial	Varies by device Expands to full-screen	Phone: 200 KB Tablet: 300 KB	300 KB	Minimum 24 fps for video 15 sec max length for animation; 30 sec max length for video (unlimited user-initiated) 2.2 MB additional file size for host-initiated video (unlimited user-initiated)	5000 - 1,999,999	