



## Brand Ads

### Small Image Banner



- Specs: **120 x 20 pixels**
- Size: **less than 1k**

- File formats: **png**
- Example handset: **Motorola V195**

### Medium Image Banner



- Specs: **168 x 28 pixels**
- Size: **less than 2k**

- File formats: **png**
- Example handset: **Motorola RAZRs, LG VX-8000, Motorola ROKR E1**

### Large Image Banner



- Specs: **216 x 36 pixels**
- Size: **less than 3k**

- File formats: **png**
- Example handset: **Samsung MM-A900, LG VX-8500 Chocolate**

### XL Image Banner



- Specs: **300 x 50 pixels**
- Size: **less than 5k**

- File formats: **png**
- Example handset: **iPhone**

## Performance Ads

### Text Link

Sample

[Get bluepulse on  
your i600Z](#)

- Text can be up to 35 characters in length
- Option to add image available
- Mobile Marketing Association (MMA) guidelines supported
- Priced on a cost-per-click (CPC) basis