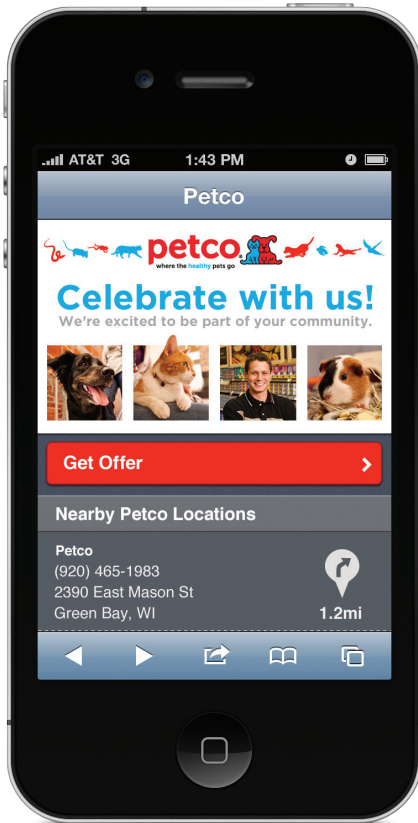# Creative Requirements: Mobile & Tablet

October 1, 2012 - v3.0

- PayPal Media Network (PPMN) designs and builds banners and landing pages from scratch

- PPMN runs creative designed and built by the brand/agency

- PPMN builds its custom rich media in-house, and can also work with Celtra

- Your PPMN contact will discuss functionality of banners and landing pages with you before beginning build to ensure your goals are met.

Mobile & Tablet Requirements:
Ads Designed by Brand/Agency

Banners

- **File Type:** Layered PSD (Photoshop)

- **Sizes:** 320x50, 640x100 if available (Mobile), 728x90, 300x250 (Tablet)

- **Dynamic Location:**
    - PPMN displays address and proximity on the bottom 25% of the banner, with location left justified and proximity right justified.
    - Proximity is always viewed as "x.x mi"
    - Dynamic text is displayed in web Helvetica, for its legibility at small size, in white or black
    - Dynamic text options: Retail name and proximity, street address and/or proximity

Rich Media

- PPMN designs and builds custom HTML5 rich media in house

- PPMN can design and run Celtra rich media ad units

Landing Page

- If banner is directing to an external site, please provide URL

- **File Types:** Layered PSD files (Photoshop), AI (Illustrator), or EPS

- **Size:**
    - Standard Header Specs - Mobile: 640x330 px ideal maximum size for design (see p. 6 for examples)
    - Full Screen Specs - Mobile: for design above the fold (iPhone), design specs are 640x560 px, which allows space for one location above the fold. Full screen dimensions without location: 640x716
    - Standard Header Specs - Tablet: 640x330 px ideal maximum size for design (see p. 8 for examples)
    - Full Screen Specs - Tablet: 2048x1536 pixels

- **Other:**
    - Specify colors and font styles (if specific match required)
    - Provide fonts in .ttf (TrueType) format

- **Dynamic Location:** If nearest location list is displayed, PPMN will use agency/brand provided header but must build landing page in-house

- **Timeline:** Agency/brand must approve all designs 10 business days before launch

Mobile & Tablet Requirements:
Ads Designed by PayPal Media Network

Required for Standard Landing Page

- Brand logo as layered PSD, AI, or EPS

- Brand guide, if available

- High-resolution graphics as layered PSD, AI, or EPS

- Specific fonts, if required by brand, in .ttf (TrueType) format

- Specific copy, if required by brand

- If banner is linking to an external site, provide URL

- If PPMN is designing and building banners and/or landing pages for a contracted client and a campaign is cancelled during the design or development phase, the client/advertiser is responsible for covering costs of the work completed up until the date of cancelation.

Required for Non-Standard Landing Page

- PPMN designs and builds custom HTML5 rich media in house

- PPMN can design and run Celtra rich media ad units

- If landing page includes external links (Facebook, Twitter, retailer mobile site, etc), provide URLs for each link

- If landing page includes video, send URL (Vimeo, Wistia, YouTube, etc.) or send video as .mp4 file at 640 px, < 800 KB, < 30 seconds (iPhone, Android)

Notes & Other Assets Required
by PayPal Media Network

Location File: If your camaign is geo-fencing specific locations, send a location file in Excel or CSV format that includes location name, street address, city, state (i.e. TX), zip (5 digits) and phone numbers in separate columns

Third Party Reporting

- PPMN's preferred third party reporting partners are DART and MediaMind. Any other vendors need to be tested and approved by PPMN

- PPMN can run impression tags or 1x1 pixels and click commands

- Client to provide tags in Excel or CSV format broken out by IO placement

- Access to third party reporting must be given within 24 hours of launch, or campaign will be paused until access to reporting is granted

- Please associate the reporting account to traffic@paypal.com

Ad Serving: In order to leverage PPMN's location-dynamic technology, all ads must be served through PPMN's proprietary ad server

Mobile Banner Examples Designed
by PayPal Media Network

- Includes brand logo, graphics, tagline and PPMN's location-dynamic technology, showing the closest retail address to the user and proximity to this location

- We follow MMA guidelines for required ad sizes

- Please note that dynamically populated text may appear slightly different than mocked-up text because of design vs. live creative

- White or black text is optimal for dynamic text readability

640x100

Dynamically Populated
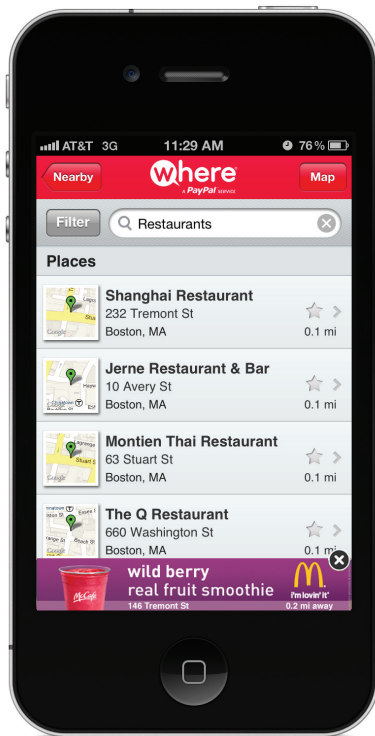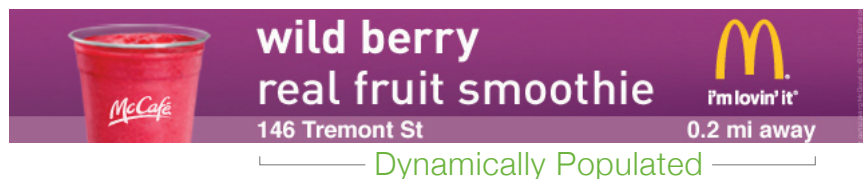
Mobile Landing Page Examples
Designed by PayPal Media Network

- Includes graphic of choice (logo, product image/gallery, photo of location, etc) and location data (address, phone number, click to map/get directions, list of closest locations)

- Can also include custom links such as click to mobile site, links to social sites like Facebook and Twitter, videos, photo galleries, special offers, coupons, etc.

Standard functionality

1. Dynamic Location
2. Header (640 x 330)
3. Customizable Actions

Custom functionality offerings include

Countdown Clock (shown)

Social Integration (Facebook/Twitter)

Milo/MEC Integration

Your PPMN contact will discuss your desired landing page functionality with you, to ensure that you get a top-notch campaign within your budget.

Standard

Custom

Full iPhone screen height: approx 716 px

Tablet Banner Examples
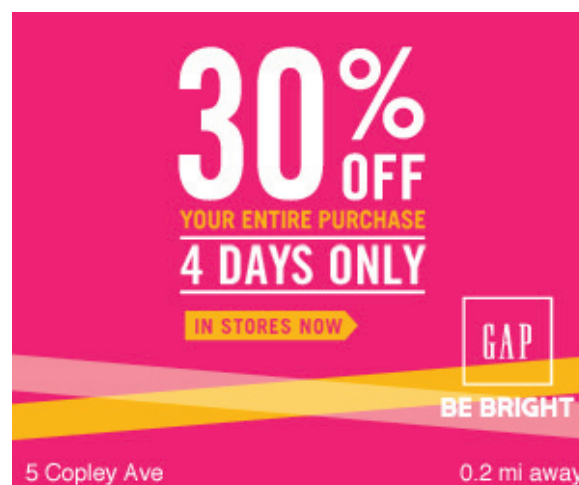## Designed by PayPal Media Network

- Includes brand logo, graphics, tagline and PPMN's location-dynamic technology, showing the closest retail address to the user and proximity to this location

- We follow MMA guidelines for required ad sizes

- Please note that dynamically populated text may appear slightly different than mocked-up text because of design vs. live creative

- White or black text is optimal for readability

728x90

Dynamically Populated

300x250

Dynamically Populated

Tablet Landing Page Examples
## Designed by PayPal Media Network

- Includes graphic of choice (logo, product image/gallery, photo of location, etc) and location data (address, phone number, click to map/get directions, list of closest locations)

- Can also include custom links such as click to mobile site, links to social sites like Facebook and Twitter, videos, photo galleries, special offers, coupons, etc.
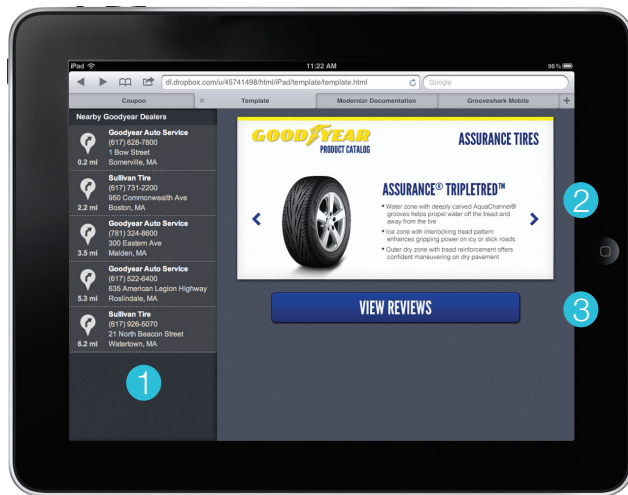
Standard functionality

1 Dynamic Location

2 Header (640 x 330)

3 Customizable Actions

Full iPad screen size:
2048x1536
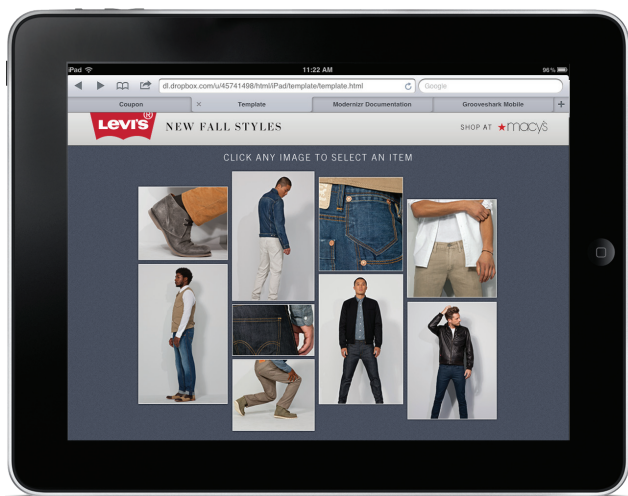
Custom functionality offerings include

Floating Gallery (shown)

HTML5 Animation

Milo/MEC Integration

Your PPMN contact will discuss your desired landing page functionality with you, to ensure that you get a top-notch campaign within your budget.