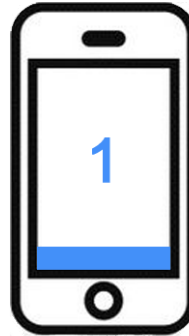# APPCIRCLE AD SPECIFICATIONS

September 2013

STANDARD BANNER
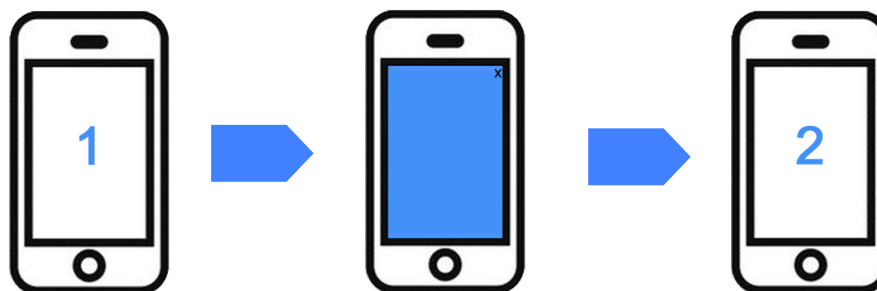
An ad that can serve a static or animated image.

DEVICE	CREATIVE DIMENSIONS	MAX FILE SIZE	CREATIVE ASSETS	CAMPAIGN TYPES
iPhone	320x50/640x100 480x50/960x100	Image: 150KB	AppStore: • App/Play store assets Custom image: • JPG, PNG, GIF URL: 256 ch. max Ad Copy: 45 ch. max	• Cost-per-Install: links to App/Play Store • Cost-per-Click: links to mobile website or App/Play Store
Android Phone	320x50/640x100 480x50/960x100	Image: 150KB		
iPad	728x90/1456x180 1024x90/2048x180	Image: 150KB		
Android Tablet	728x90/1456x180 1024x90/2048x180	Image: 150KB		

INTERSTITIAL

A full-page ad that fills the screen in between content (e.g. game levels or sections) and exposes expected content when closed. Can be used as Prestitial that serves upon app launch.
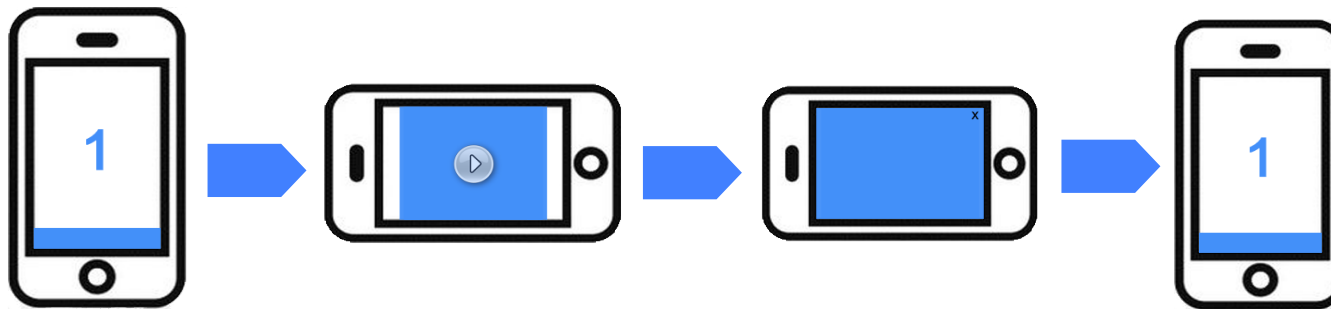

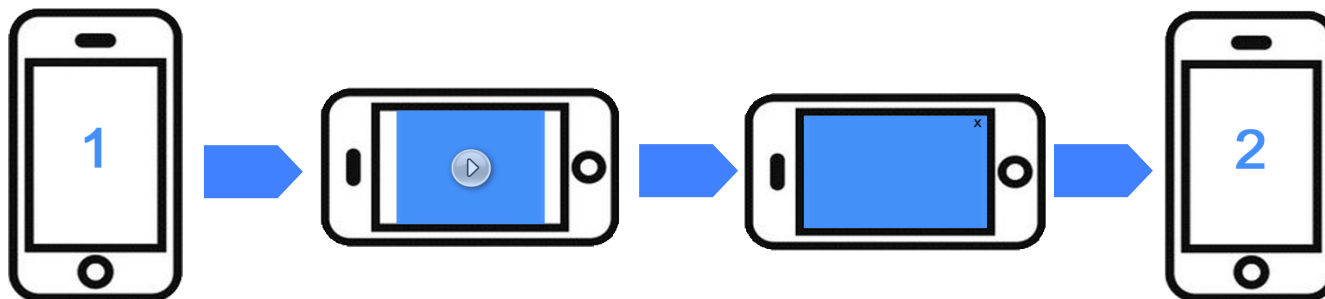| DEVICE	CREATIVE DIMENSIONS	MAX FILE SIZE	CREATIVE ASSETS	CAMPAIGN TYPES
iPhone	320x480/640x960 480x320/960x640	Image: 500KB	AppStore: • App/Play store assets Custom image: • JPG, PNG URL: 256 ch. max Ad Copy: 45 ch. max	• Cost-per-Install: links to App/Play Store • Cost-per-Click: links to mobile website or App/Play Store
Android Phone	320x533/480x800 533x320/800x480	Image: 500KB		
iPad	768x1024/1536x2048 1024x768/2048x1536	Image: 500KB		
Android Tablet	533x800/800x1200 800x533/1200x800	Image: 500KB		

CLIPS VIDEO

A banner or interstitial ad that clicks to a full-screen video, and displays a clickable image upon video completion. Collapses to original size/exposes expected content when closed.
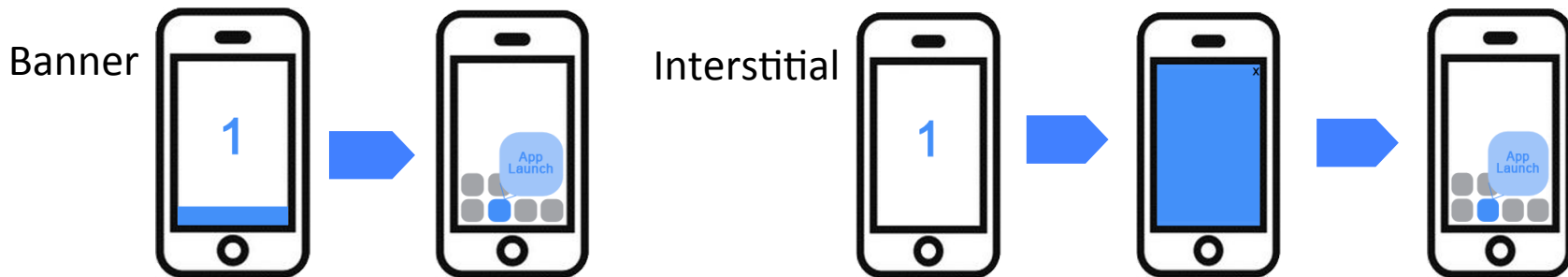
Banner

Interstitial

CLIPS VIDEO CONT'D

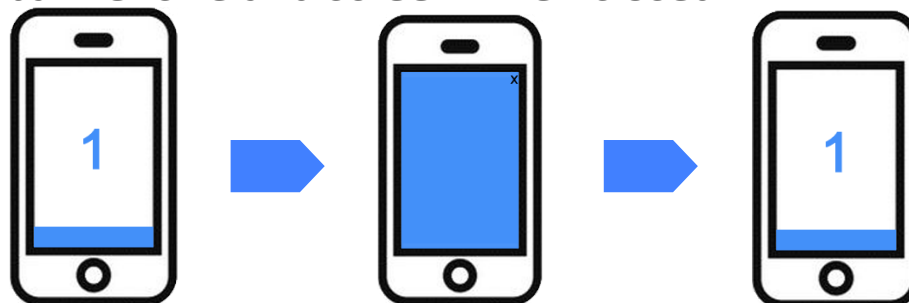| DEVICE	CREATIVE DIMENSIONS	MAX FILE SIZE	CREATIVE ASSETS	CAMPAIGN TYPES

iPhone	320x50/640x100 480x50/960x100 320x480/640x960 480x320/960x640	Video: 4MB	Clips Video:
			• Video: see page 9
			• Preview image:
			  • Std. interstitial sizes
			• Postview image:
			  • Std. interstitial sizes
			  • Template
			  • No postview (Display & Video only)
			URL: 256 ch. Max
			Optional:
			• Post view header: 30 ch. (template only)
			• Postview ad copy: 75 ch. (template only)
				• Cost-per-Completed View: completed video view

Android Phone	320x50, 480x50 320x533/480x800 533x320/800x480 (supports high-res)	Video: 4MB		
iPad	728x90/1456x180 1024x90/2048x180 768x1024/1536x2048 1024x768/2048x1536	Video: 4MB		
Android Tablet	728x90, 1024x90 533x800/800x1200 800x533/1200x800 (supports high-res)	Video: 4MB		

FLURRY

RETARGETING

A banner or interstitial ad that opens an installed app upon the click to boost re-engagement. Interstitials expose expected content when closed.

Banner   Interstitial

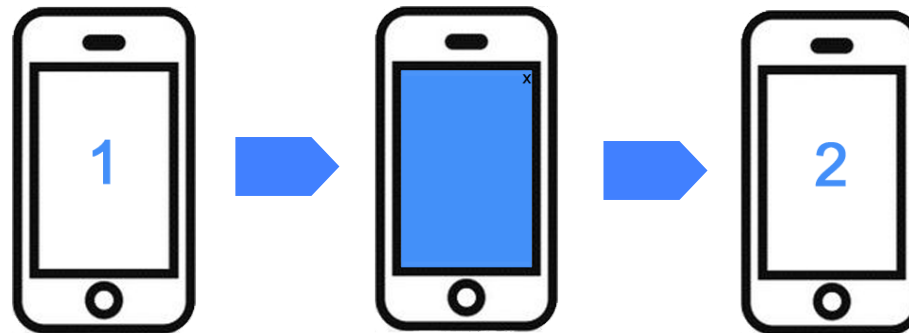| DEVICE	CREATIVE DIMENSIONS	CREATIVE ASSETS	CAMPAIGN TYPES
iPhone	320x50/640x100, 480x50/960x100 320x480/640x960, 480x320/960x640	Re-engagement: • App/Play store assets Marketing Copy: 100 ch. max Custom URL: launches app	• Cost-per-Reengagement: re-launch of targeted app
Android Phone	320x50, 480x50 320x533/480x800, 533x320/800x480 (supports high-res)		
iPad	728x90/1456x180, 1024x90/2048x180 768x1024/1536x2048, 1024x768/2048x1536		
Android Tablet	728x90, 1024x90 533x800/800x1200,800x533/1200x800 (supports high-res)		

6

RICH MEDIA EXPANDABLE BANNER

A banner ad that expands into a full-screen interactive content module upon engagement. Collapses to the original banner size and screen when closed.

DEVICE	CREATIVE DIMENSIONS	CREATIVE ASSETS	CAMPAIGN TYPES
iPhone	320x50/640x100, 320x480/640x960 480x50/960x100, 480x320/960x640	Externally hosted: • Supported vendors (see page 11) Flurry hosted: • Raw assets (see page 9) • RM serving fee applies	• Cost-per-Engagement: user initiates first interaction with rich media content. Links to App/Play store or mobile website.
Android Phone	320x50, 320x533/480x800 480x50, 533x320/800x480 (supports high-res)		
iPad	728x90/1456x180, 1024x90/2048x180 768x1024/1536x2048 1024x768/2048x1536		
Android Tablet	728x90, 533x800/800x1200 1024x90, 800x533/1200x800		

FLURRY

RICH MEDIA INTERSTITIAL

A full-page interactive content module that fills the screen in between content (e.g. game levels or sections) and exposes expected content when closed.

DEVICE	CREATIVE DIMENSIONS	CREATIVE ASSETS	CAMPAIGN TYPES
iPhone	320x480/640x960 480x320/960x640	Externally hosted: • Supported vendors (see page 11) Flurry hosted: • Raw assets (see page 9) • RM serving fee applies	• Cost-per-Engagement: user initiates first interaction with rich media content. Links to App/Play store or mobile website.
Android Phone	320x533/480x800 533x320/800x480 (supports high-res)		
iPad	768x1024/1536x2048 1024x768/2048x1536		
Android Tablet	533x800/800x1200 800x533/1200x800		

FLURRY

VIDEO & RICH MEDIA ASSETS

Required for Flurry-hosted video and rich media ad production.

ASSET	SPECIFICATION
Video	
Format	.mp4/.mov
Encoding	H.264
Aspect Ratio	3:2 and 16:9 (widescreen)
Length	10-30 seconds
FPS/Bit Rate	23.976 (may vary)/160Kpbs or higher (400Kpbs max)
Audio	48 - 90 khz
VAST	Not supported at this time
Image/Fonts	
Logos/App Icon	Illustrator (.ai), Photoshop (.psd), .jpg, .png, .eps, .tiff (300dpi min)
Creative Assets (key visuals/images)	Photoshop (.psd), .eps, .jpg, .png, .tiff (300dpi min)
Copy	Word (.doc/x), Text (.txt), PowerPoint (.ppt/x)
Fonts	Mac Format (.otf or .ttf)

CONVERSION TRACKING

Conversion tracking links may be provided to override/in addition to standard campaign settings. URLs must be generated by integrated service providers.

TYPE	CAMPAIGN TYPES	SUPPORTED MACROS
Clickthrough URL	Cost-per-Install, Cost-per-Click, Cost-per-Completed-View	%{adid}, %{clickid}, %{appstoreid}, %{idfa}, %{udid} (for AndroidID), %{SHA1MAC}, %{deviceip}
Click Tracking URL	Cost-per-Install, Cost-per-Click, Cost-per-Completed-View	%{adid},%{clickid},%{appstoreid},%{idfa}, %{udid},%{SHA1MAC},%{deviceip}, %%CACHEBUSTER%%, %%CLICK_URL_UNESC%%, %%CLICK_URL_ESC%%, %%CLICK_URL_ESC_ESC%%, %%DEST_URL%%, %%DEST_URL_ESC%%, %%DEST_URL_ESC_ESC%%
Impression Tracking URL	Cost-per-Install, Cost-per-Click, Cost-per-Completed-View	
Video Completed View Impression Tracking URL	Cost-per-Completed-View	

Integrated Providers: Flurry User Acquisition Analytics (auto-activated), 3rd-party providers, e.g. HasOffers/MAT, Ad-X, Kochava (inquire w/account manager for complete list)

Integration Documentation:
http://support.flurry.com/index.php?title=Advertiser/GettingStarted/ConversionTracking

3RD-PARTY AD SERVING

Tags from 3rd-party ad servers for standard and rich media creatives may be used to serve Display & Video campaigns sold on a CPC/CPE basis. Rich media tags must be provided by integrated providers.

CREATIVE TYPE	INTEGRATED PROVIDERS	NOTES
Standard Image Ad	DFA, Atlas, most other major ad servers	Cache busting macros using [timestamp] will need to be replaced with %{clickid}
MRAID 1.0 - compliant Rich Media	Celtra, Crisp, Medialets, Phluant	Ex: http://ad.mo.doubleclick.net/dartproxy/dfa.mobile.handler?k=Nxxxx.site-keyname/Byyyyyyy.n;kw=[keyword];ord=%{clickid}?"

PRIVACY POLICY & BRAND SAFETY

Flurry is committed to protecting the privacy of our users and promoting brand safety and integrity. The AdChoices icon that appears on demographically-targeted ads drives to our online Privacy Policy (http://www.flurry.com/privacy-policy.html), where users can understand how Flurry collects and uses their information. Users can also access a link (http://www.flurry.com/user-opt-out.html) from where they can opt-out from being included in Flurry services.

Located in the upper right, the AdChoices icon is 12x12 px with a 20x20 px clickable area on banners, and 25x25px with a 50x50px clickable area on interstitials, set 2px from the corner. The "X" close button, located in the upper left, is 25x25 px with a 50x50 px clickable area, set 12x12 px from the corner.