

BannerPro



InMobi Banner Resizing Tool:

Banner Ad Specs

Banner Resizing made easy

Banner Resize Template: Mode: Portrait

CREATIVE SPECS

Kind: Banner

Dimension: 960x1280

Format: JPEG, PNG

GIF (Coming Soon)

Size: Upto 400Kb

Content Area: 700x1080

Content Placement: Center Aligned

Preferably NOT Mandatory

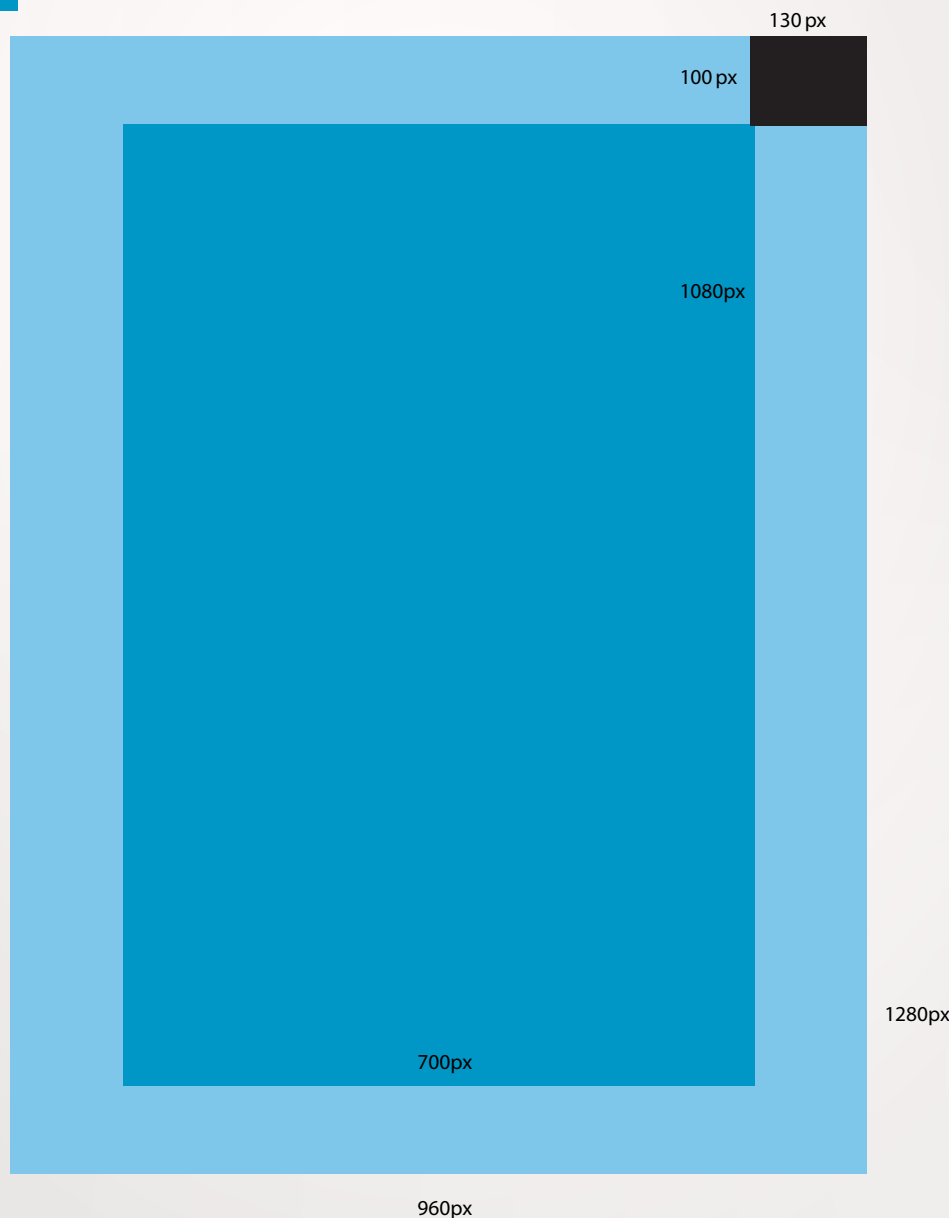
INPUT: 960x1280

OUTPUT:

250x300, 500x600, 768x1024

320x480, 640x960, 800x1280

320x568, 640x1136, 720x1280



POINTS TO NOTE

Advice:

Design for 720x1280 and increase the canvas size to 960x1280.

Adjust Background accordingly.

Use:

Any creative where the content is less and there is enough space for adjustment around the main elements.

Don't Use:

-Any creative where there is a lot of content and less breathing space.

-Any creative which follows a certain design format that can't be changed.

Banner Resize Template: Mode: Landscape

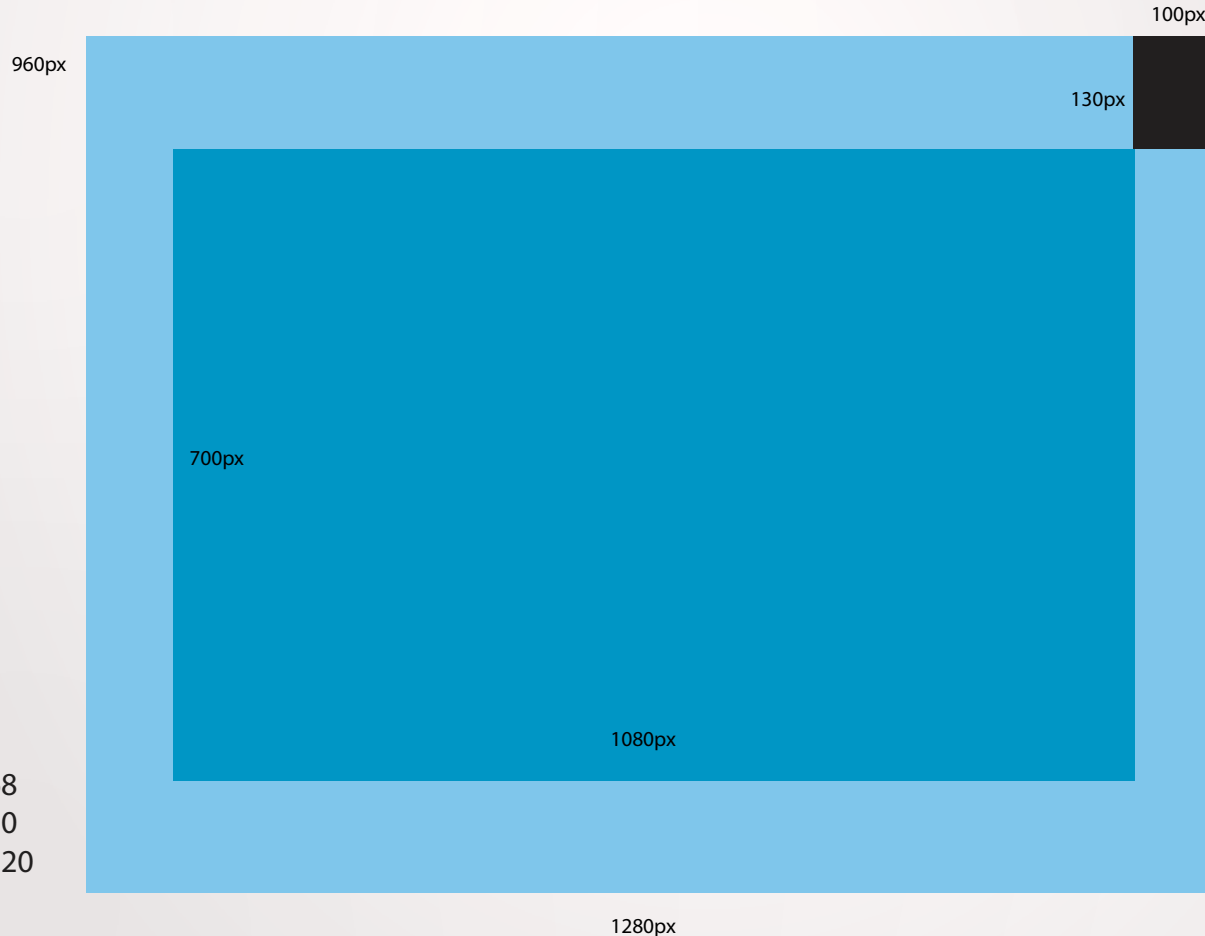
CREATIVE SPECS

Kind: Banner
Dimension: 1280x960
Format: JPEG, PNG
GIF (Coming Soon)
Size: Upto 400Kb
Content Area: 1080x700
Content Placement:
Center Aligned
Preferably NOT Mandatory

INPUT: 1280x960

OUTPUT:

300x250, 600x500, 1024x768
480x320, 960x640, 1280x800
568x320, 1136x640, 1280x720



POINTS TO NOTE

Advice:
Design for 1280x720 and increase
the canvas size to 1280x960.
Adjust Background accordingly.

Use:
Any creative where the content
is less and there is enough space for
adjustment around the main elements.

Don't Use:
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content and less breathing space.
-Any creative which follows a certain
design format that can't be changed.

Banner Resize Template: Mode: Leaderboard

CREATIVE SPECS

Kind: Banner

Dimension: 728x100

Format: JPEG, PNG

GIF (Coming Soon)

Size: Upto 400Kb

Content Area: 600x90

Content Placement: Center Aligned
Preferably NOT Mandatory

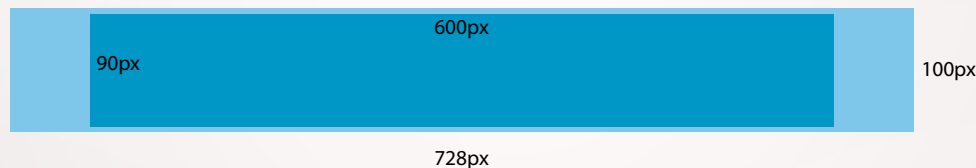
INPUT: 728x100

OUTPUT:

728x90, 468x60

640x100, 320x50

600x100, 300x50, 216x36



POINTS TO NOTE

Advice:

Design for 600x90 and increase
the canvas size to 728x100.

Adjust Background accordingly.

Use:

Any creative where the content
is less and there is enough space for
adjustment around the main elements.

Don't Use:

-Any creative where there is a lot of
content and less breathing space.
-Any creative which follows a certain
design format that can't be changed.