

Adform – IAB Mobile Pull (216x50 > Fullscreen)



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IAB Mobile Pull (216x50 > Fullscreen)

The format consists of the following parts:

- Initial 216 (w) x 50 (h) stage;
- Expanded fullscreen stage;
- Video (optional).

User Experience

Initial Stage

A user opens the webpage and sees a collapsed 216 (w) x 50 (h) ad. On touch or swipe down action, the initial area of the banner expands to the same size as screen resolution.

Expanded Stage

The ad can offer additional sight, sound, motion, and interaction capabilities. It is designed to responsively fit across mobile devices and take full advantage of the entire available screen. The “Close” button or swipe action allows closing the ad anytime.

Creative assets

The following items are to be delivered by a creative agency:

- Banner asset containing two folders for initial and fullscreen stages;
- Each folder should contain manifest.json file and HTML file zipped together with images, scripts and other material;
- Optionally, if the creative includes a video, follow the [Video Player Component](#) guidelines.

Note: manifest.json file and HTML file should be in the root directory of the .zip file.

Info: For more detailed information on delivering HTML asset, please refer to [HTML5 Assets](#) in Test and Support Center.

Design formats

The expanded stage of the format is adjusted to the screen resolution. There are 4 default design formats for different resolutions.

IAB Input Design	Creative Content (px)	Creative Background (px)
ID1	290x205	480x480
ID2	435x308	800x800
ID3	696x492	1024x1024
ID4	696x492	1280x1280

In case the resolution of the device is none of the predefined 4 design sizes, the next higher resolution asset is picked and scaled down to the appropriate size. If the resolution is bigger than the biggest predefined design, the asset is scaled up.

Specs

- Max Initial Download File Size: 40 kb (phone), 60 kb (tablet).
- Max Weight Secondary (Polite) Download: 100 kb (phone), 150 kb (tablet).
- Frame rate: 24 fps.
- Landing page opens in a new window.
- Ad unit content must be clearly distinguishable from normal webpage content.

Animation

- Limited to 15 seconds.
- No looping.

Audio

- Available on user initiation only (click). Off by default.
- Audio mute button or volume control required.

Video

- Video duration: 30 sec.
- Stop/Pause and Play button controls required.
- Weight up to 2.2 MB.

Additional Information

In order to deliver banners fully compliant with the specs, follow the instructions on *IAB Mobile Rising Star* in Adform Test and Support Center:

<http://test.adform.com/testpage/banner-specifications/iab-mobile-rising-star/iab-mobile-pull/>

For IAB specifications please refer to the following link: <http://www.iab.net/media/file/IAB-Mobile-Pull-Rising-Star-Style-Guide-and-Tech-Specs.pdf>

Other

For any questions please contact traffic@adform.com