



USER EXPERIENCE

The Portrait ad unit engages users by displaying a prominent vertical advertisement in place of the 300x250 ad unit. Portraits may contain up to 3 apps of various sizes within the 300x1050 frame.

Potential applications include tap to expand, video, product details, photo carousel, hotspots and more.

EXPANDING APP

Apps will expand horizontally while maintaining the height of its initial state. The assets in the expanded state can expand up to 600px wide.

* 3rd party served portraits may be provided but are subject to our specs and approval.

AD SPECIFICATIONS

DIMENSIONS

Base Ad: 300x1050 pixels

FILE SIZE

- 125k total initial download for both panels.
- Up to 2.2MB polite download after full page download complete.

ANIMATION

- 8 seconds in initial state.
- Minimal “presentation animation” allowed in expanded states.

VIDEO

- Streaming available.
- Auto Play is allowed in expanded panel.
- Maximum streaming video file size 2.2MB.
- Clear and prominent video controls must be present.

AUDIO

- Audio allowed on user interaction only.
- Audio controls to disable audio must be prominent and easily accessible to the user.
- All Audio must stop when the app is collapsed or upon click through.

EXPAND / COLLAPSE BUTTONS

- Must be prominently located in an upper corner on the right or left side of the app.
- Text must indicate to the user that the button will expand/collapse the ad.
- Expand function may only be activated on click, not on mouse over.

3RD PARTY SERVED PORTRAITS

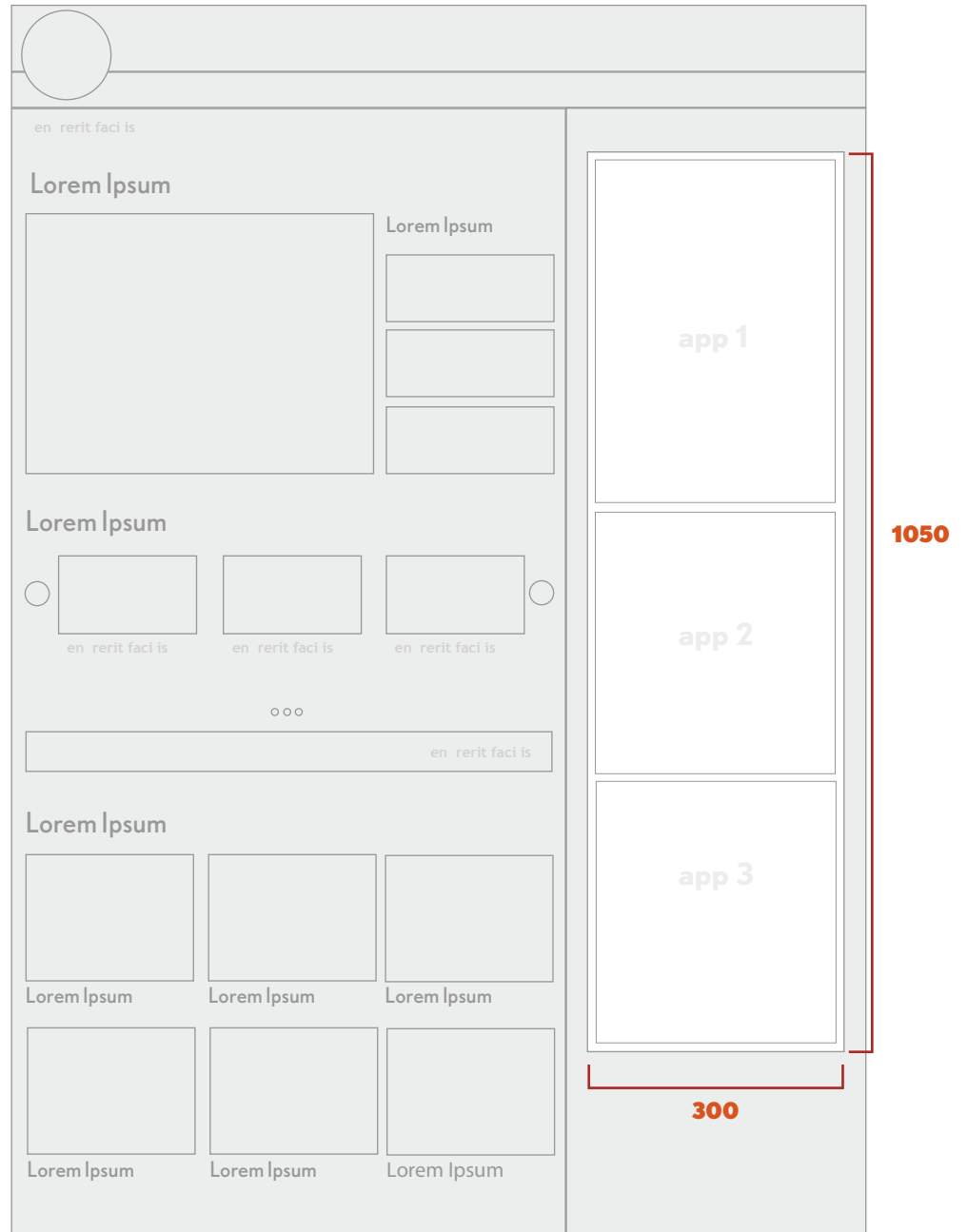
- Subject to SNI specs and Creative Services

approval.

- Must be provided 5 business days prior to its live date to ensure adequate time for QA and any necessary revisions.
- z-index must be set below 5,000 to prevent creative from displaying above navigational flyouts.
- If using flash please provide a none flash back up.

STORYBOARD

This diagrams illustrates the placement of the portrait in-page



STORYBOARD

This diagram demonstrates the portrait with an expanded app.

