near
PLACES . PEOPLE . PRODUCTS

Mobile Ad Specs

April 2016

SMARTPHONES

SMALL BASE BANNER
320 X 50

File Size:
15KB MAX.

File Type:
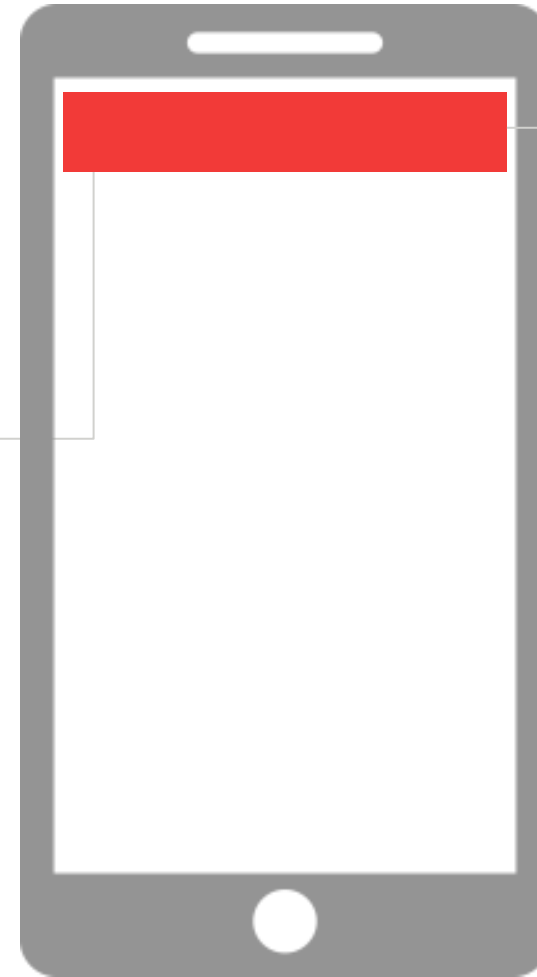.JPEG / .GIF / .HTML

Banner Type / Orientation:
PORTRAIT

Inventory:
HIGH

50px
(height)

320px
(width)

NOTE:
For details on dynamic ads, HTML and 3rd party tracking, please refer to slide no. 20
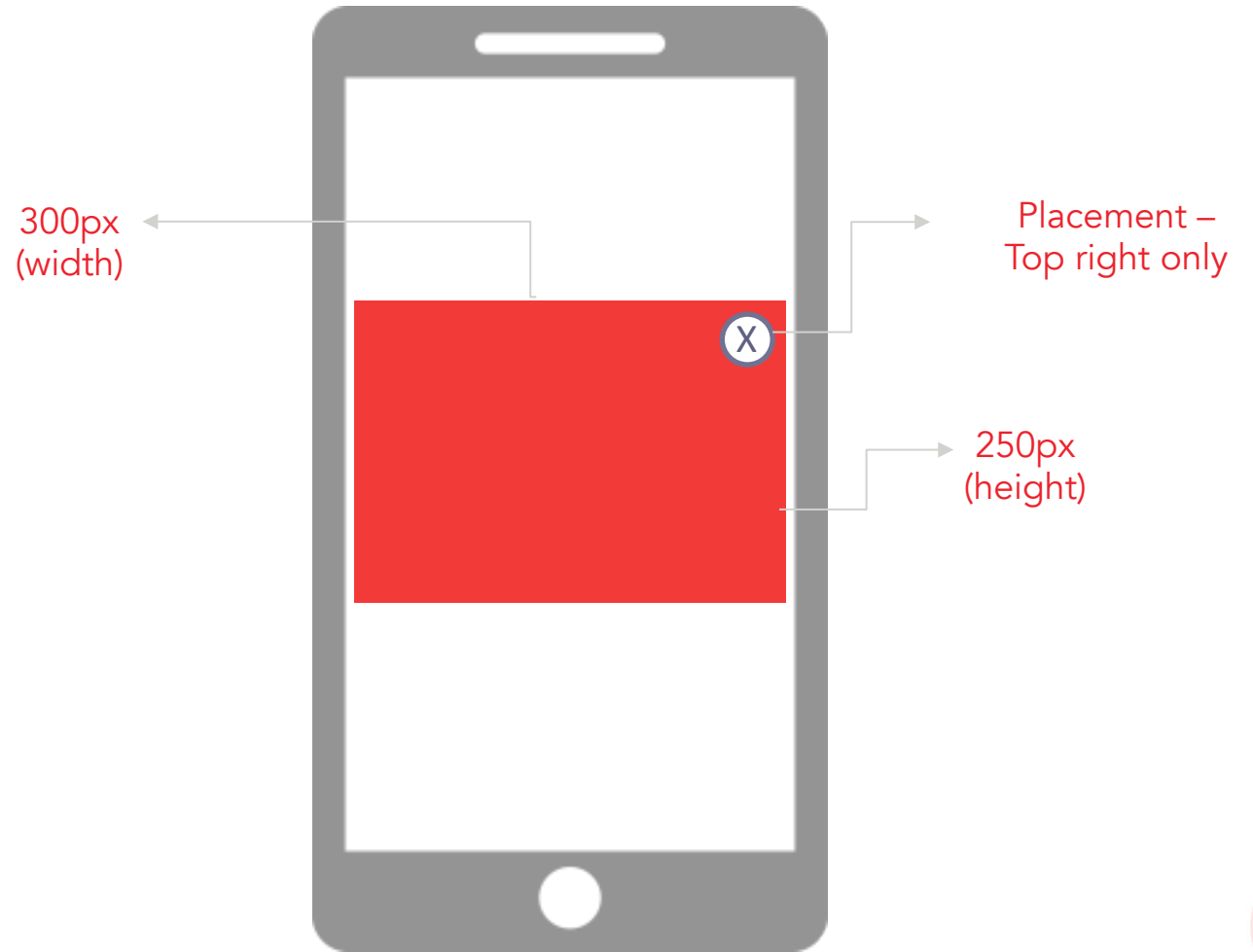
3

MREC BASE BANNER
300 X 250

File Size:
30KB MAX.

File Type:
.JPEG / .GIF / .HTML

Banner Type / Orientation:
PORTRAIT / LANDSCAPE

Inventory:
MEDIUM

300px
(width)

Placement –
Top right only

X

250px
(height)

NOTE:
For details on dynamic ads, HTML and 3rd party tracking, please refer to slide no. 20

INTERSTITIAL
320 X 480

Can be placed either on the right side or left side

File Size:
45KB MAX.

File Type:
.JPEG / .GIF / .HTML

Banner Type / Orientation:
PORTRAIT

Inventory:
MEDIUM

X

480px
(height)

320px
(width)

NOTE:
For details on dynamic ads, HTML and 3rd party tracking, please refer to slide no. 20
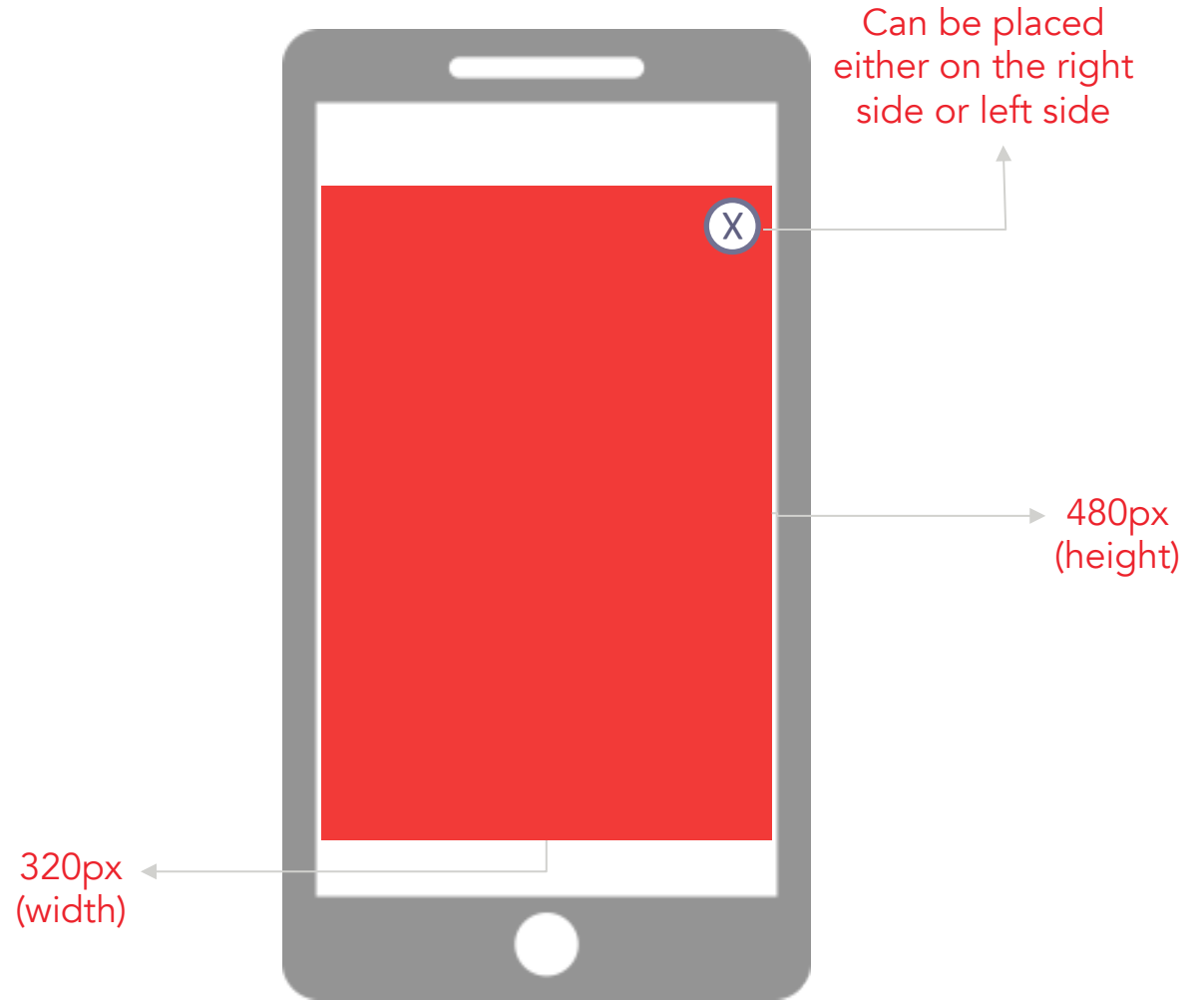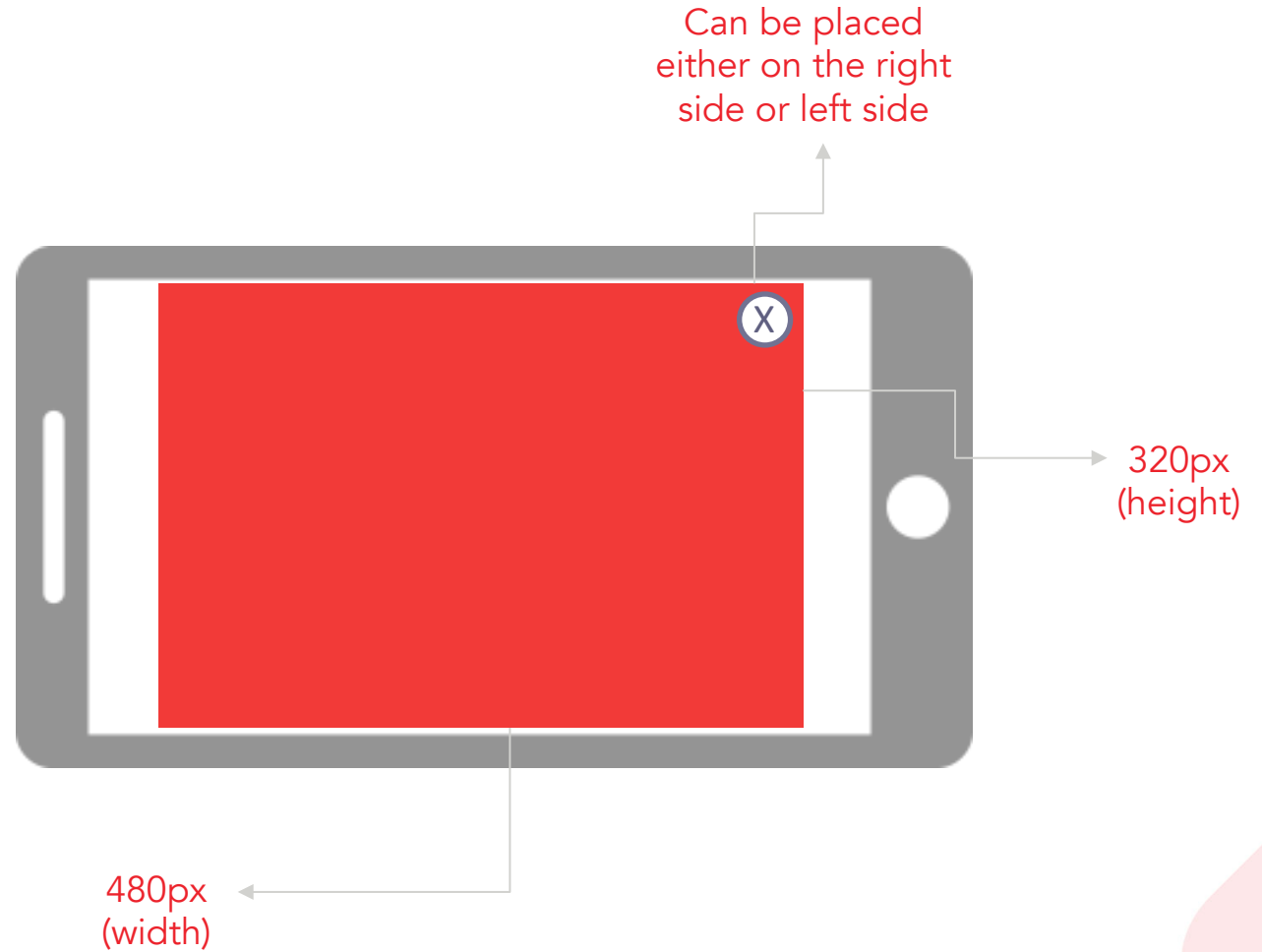
INTERSTITIAL
480 X 320

File Size:
45KB MAX.

File Type:
.JPEG / .GIF / .HTML

Banner Type / Orientation:
LANDSCAPE

Inventory:
VERY LOW

Can be placed either on the right side or left side

X

320px (height)

480px (width)

NOTE:
For details on dynamic ads, HTML and 3rd party tracking, please refer to slide no. 20

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EXPANDABLE
320 X 50 – 320 X 480

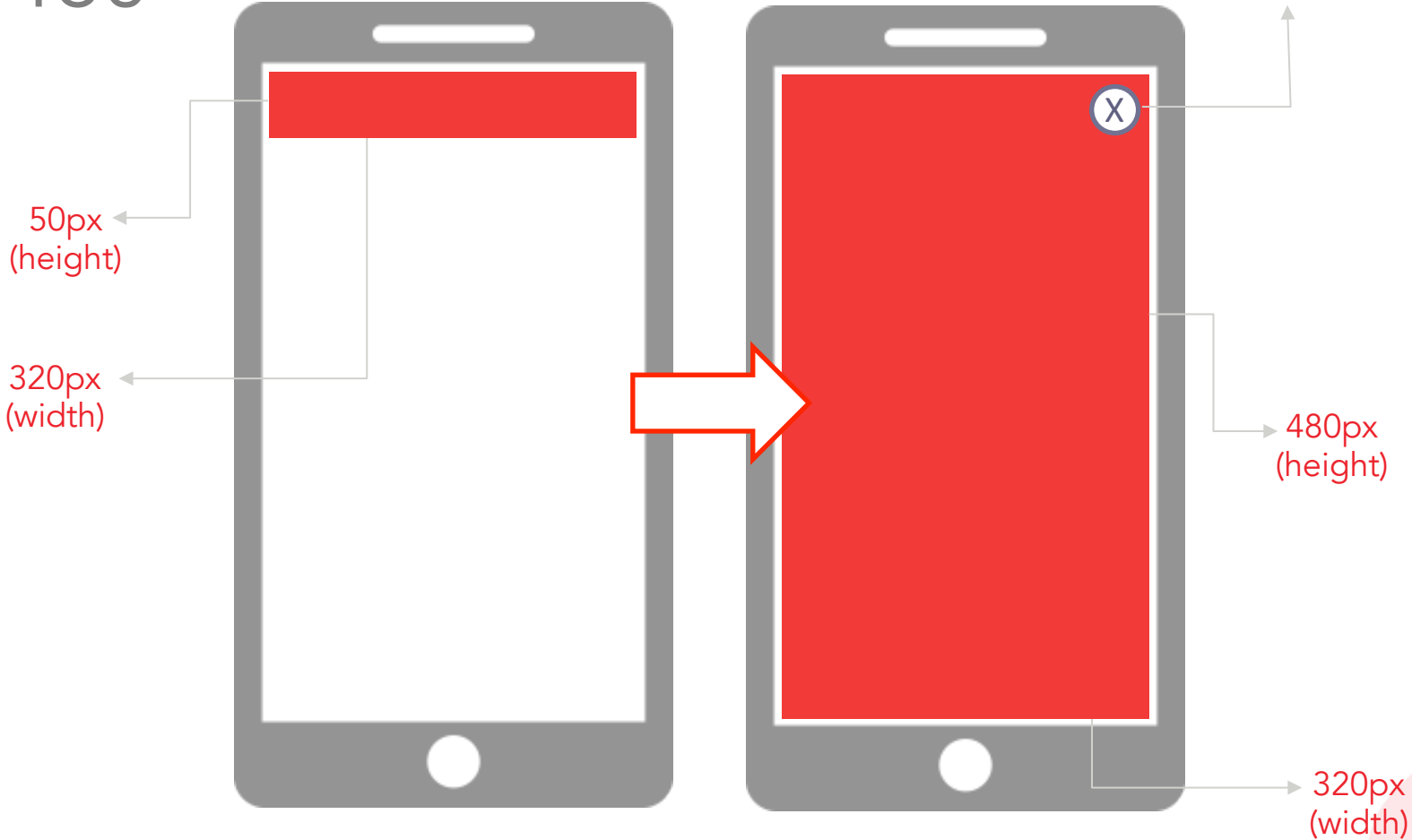Can be placed either on the right side or left side

File Size:
15KB & 45KB MAX.

File Type:
.JPEG / .GIF / .HTML

Banner Type / Orientation:
PORTRAIT

Inventory:
HIGH

50px
(height)

320px
(width)

X

480px
(height)

320px
(width)

NOTE:
For details on dynamic ads, HTML and 3rd party tracking, please refer to slide no. 20

TABLET

LARGE BASE BANNER
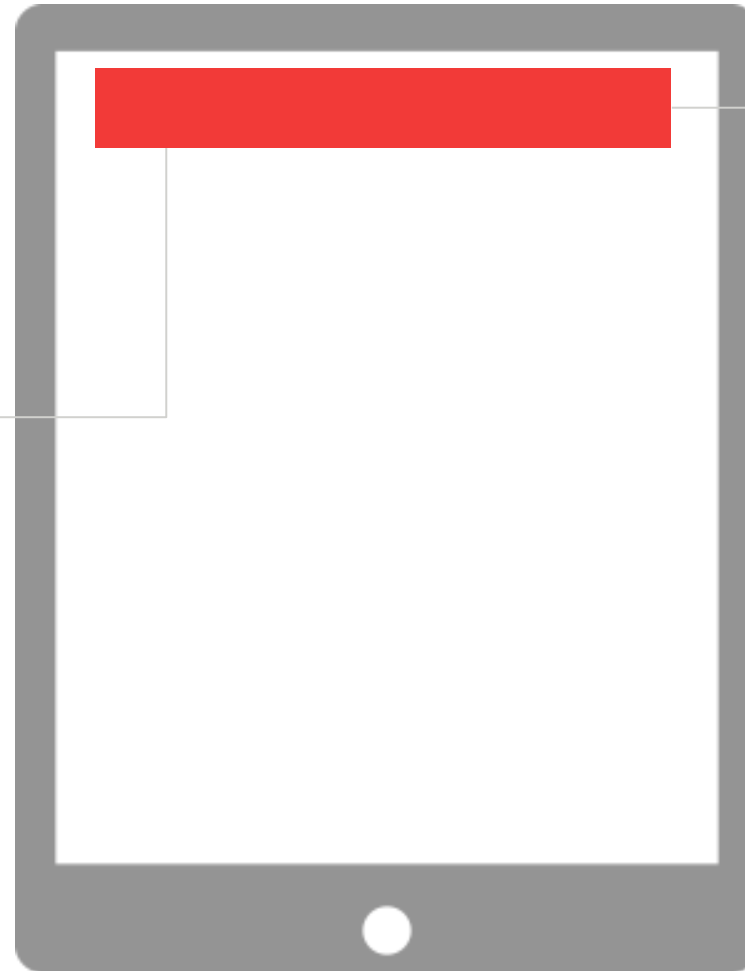# 728 X 90

File Size:
30KB MAX.

File Type:
.JPEG / .GIF / .HTML

Banner Type / Orientation:
PORTRAIT / LANDSCAPE

Inventory:
MEDIUM

90px
(height)

728px
(width)

NOTE:
For details on dynamic ads, HTML and 3rd party tracking, please refer to slide no. 20

INTERSTITIAL
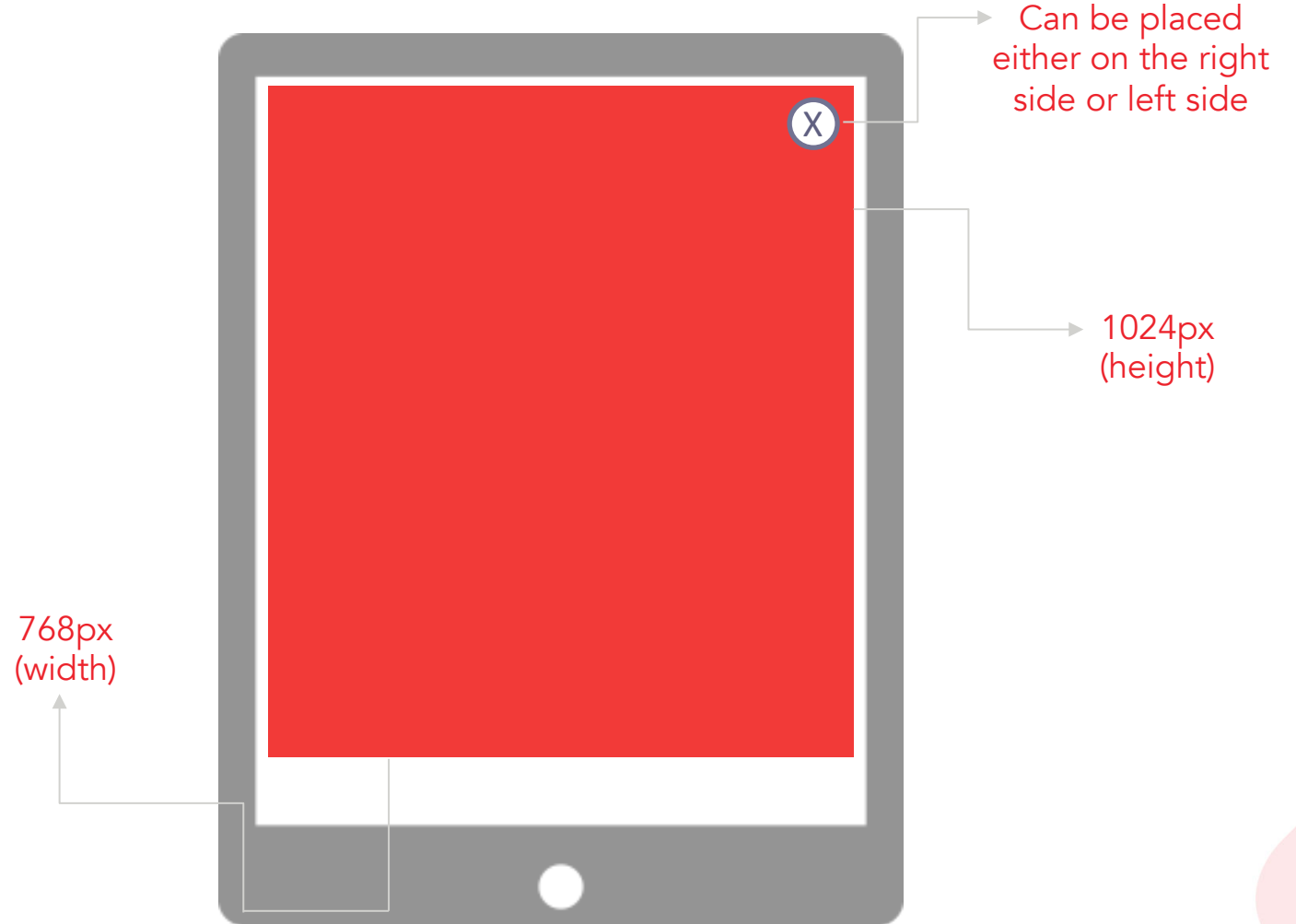# 768 X 1024

File Size:
90KB MAX.

File Type:
.JPEG / .GIF / .HTML

Banner Type / Orientation:
PORTRAIT

Inventory:
VERY LOW

Can be placed either on the right side or left side

X

1024px (height)

768px (width)

NOTE:
For details on dynamic ads, HTML and 3rd party tracking, please refer to slide no. 20

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INTERSTITIAL
1024 X 768

Can be placed either on the right side or left side

File Size:
90KB MAX.

File Type:
.JPEG / .GIF / .HTML

Banner Type / Orientation:
LANDSCAPE

Inventory:
VERY LOW

768px
(height)

1024px
(width)

NOTE:
For details on dynamic ads, HTML and 3rd party tracking, please refer to slide no. 20
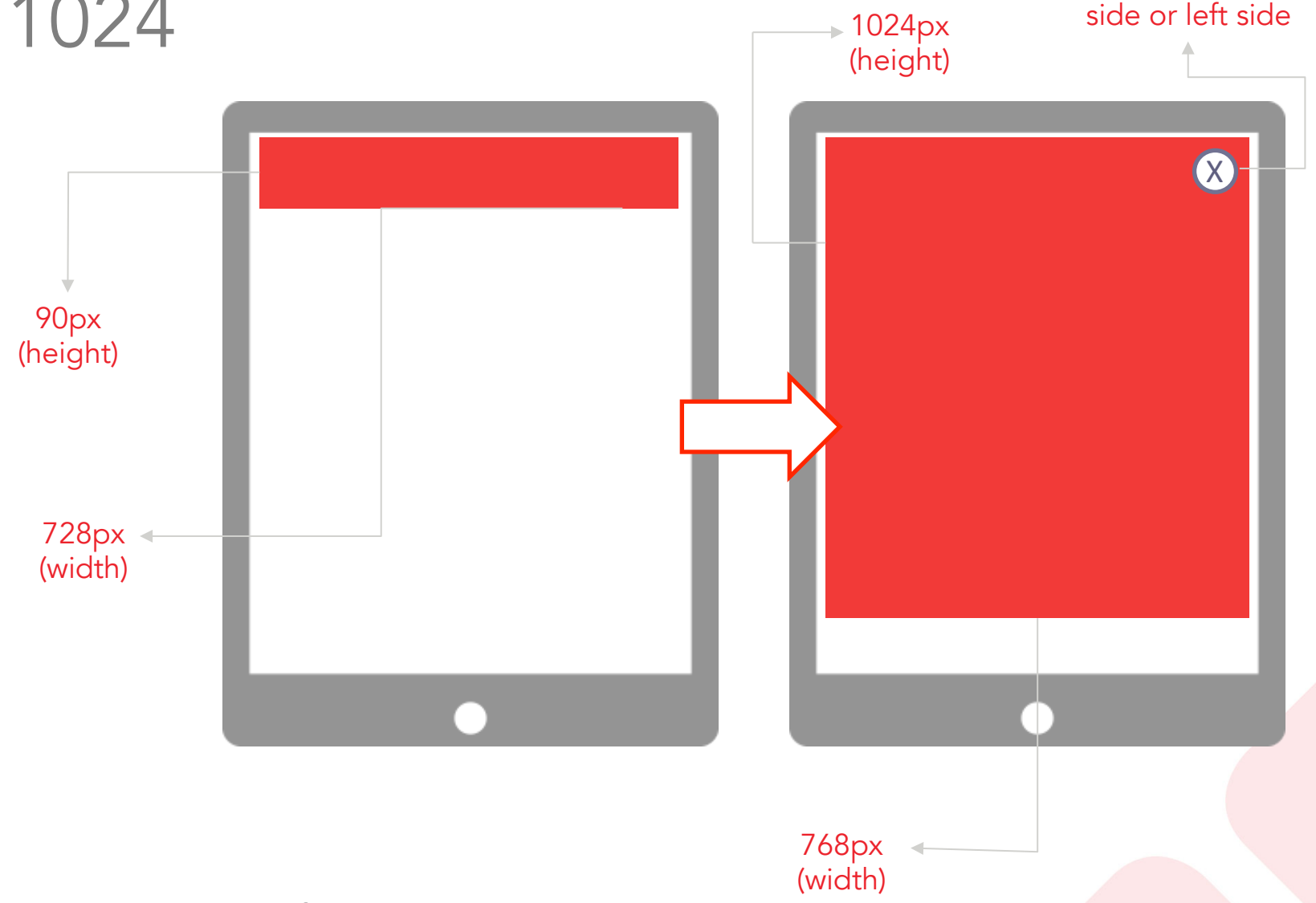
11
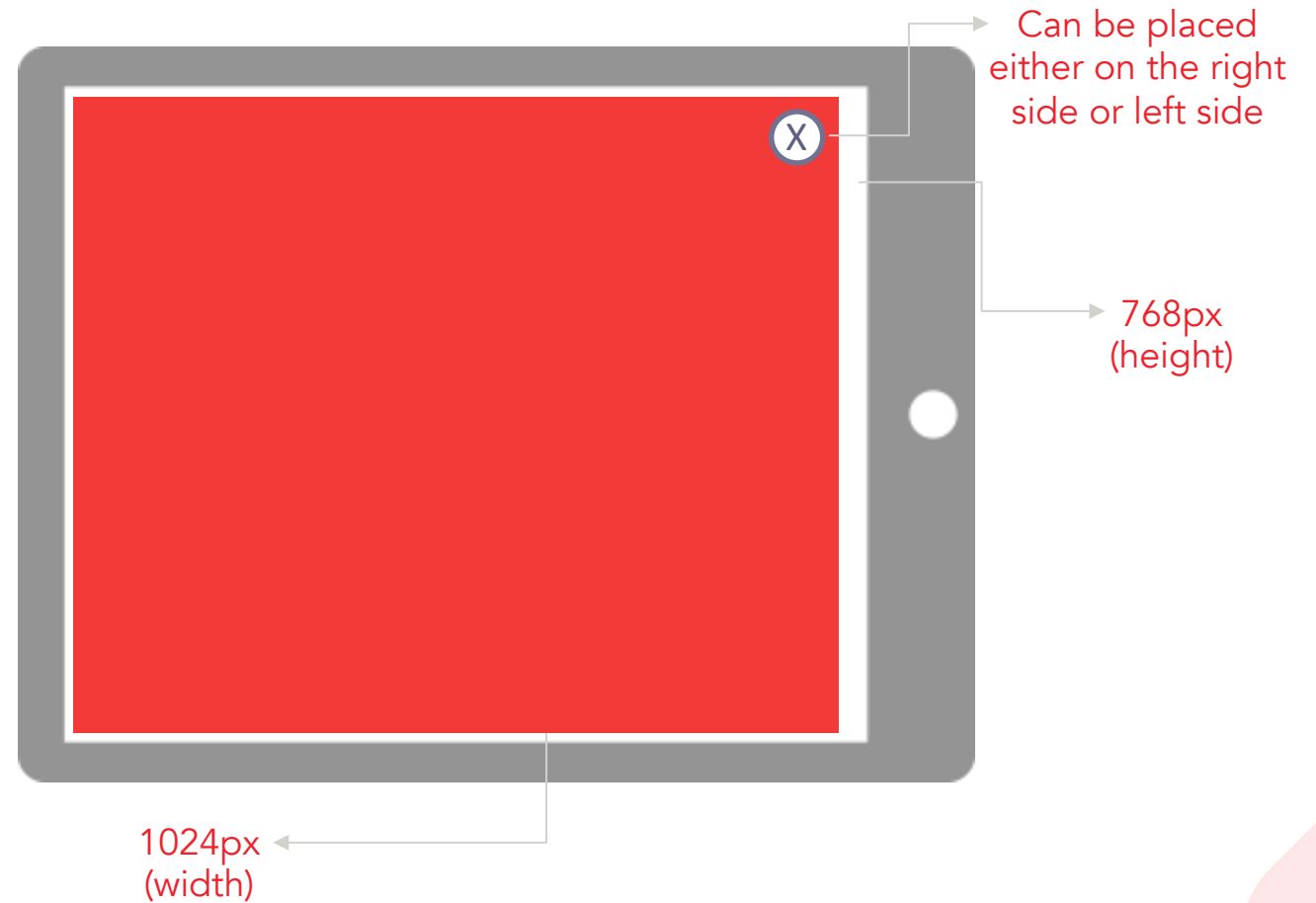
EXPANDABLE
728 X 90 – 768 X 1024

Can be placed either on the right side or left side

File Size:
30KB & 90KB MAX.

File Type:
.JPEG / .GIF / .HTML

Banner Type / Orientation:
PORTRAIT

Inventory:
LOW

1024px
(height)

90px
(height)

728px
(width)

768px
(width)

NOTE:
For details on dynamic ads, HTML and 3rd party tracking, please refer to slide no. 20

ALL DEVICES

LANDING PAGE

640 X 960

(Device Responsive)
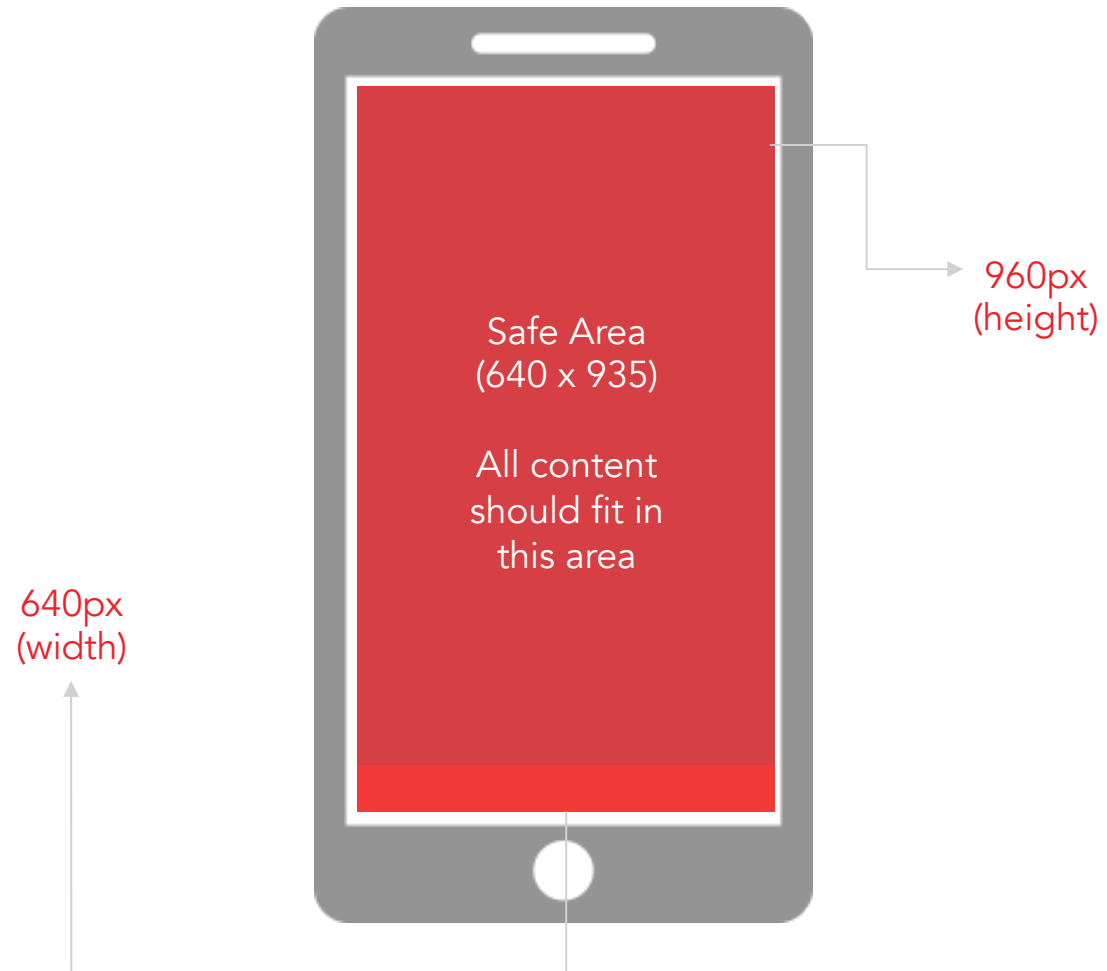
File Size:
200KB MAX.

File Type:
.JPEG / .GIF / .HTML

Banner Type / Orientation:
PORTRAIT

Inventory:
NA

Safe Area
(640 x 935)

All content
should fit in
this area

960px
(height)

640px
(width)

NOTE:
- HTML, if developed by the client / agency, should be **"Full Responsive Width"**. It should adapt to full width of the screen for any device
- For details on dynamic ads, HTML and 3rd party tracking, please refer to slide no. 20

RICH MEDIA VIDEO
(Device Responsive)

Duration:
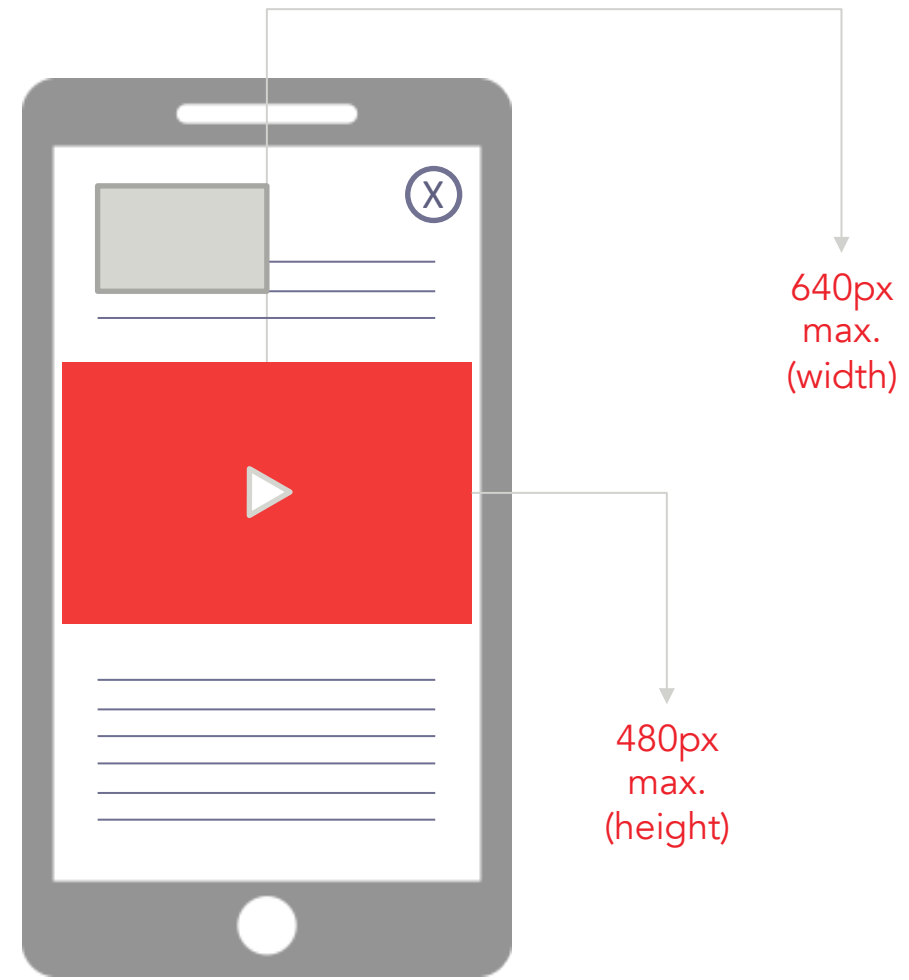30s MAX. – Recommended

File Size:
3MB MAX.

File Format:
.MP4

Banner Type / Orientation:
ALL TYPES

Inventory:
NA

640px max. (width)

480px max. (height)

NOTE:
- Aspect Ratio can be either 16:9 or 4:3
- Video in other formats are accepted. It will be converted to .MP4 before going live

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VIDEO-STITIAL / PRE-ROLL VIDEO
640 X 480

Duration:
- **15s** – No skip option
- **30s** – "Skip" option
- **60s** – "Skip" option

File Size:
3MB MAX.

File Format:
.MP4

Inventory:
- **15s / 30s** – HIGH
- **60s / 120s** – LESS
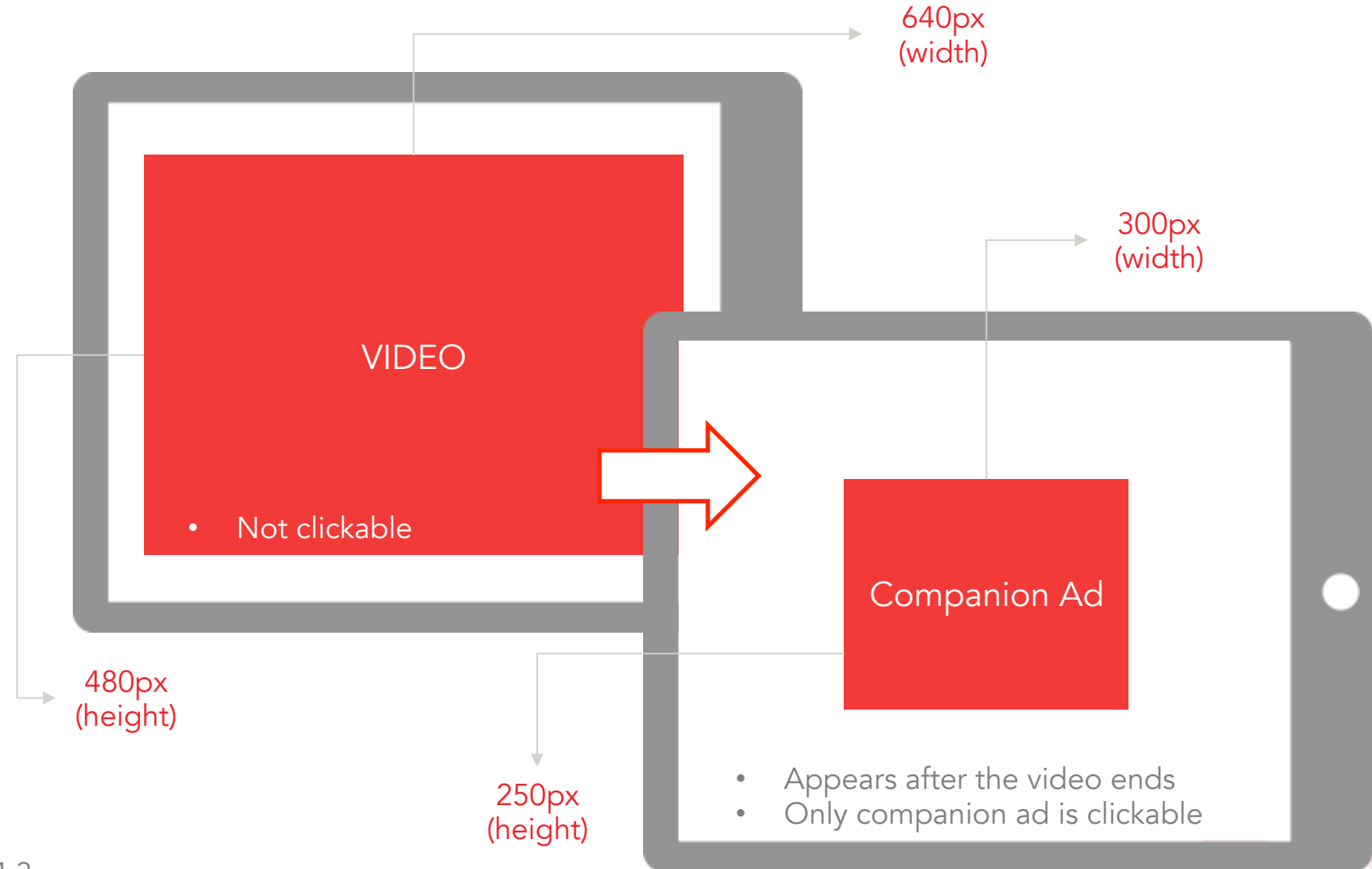
640px
(width)

300px
(width)

VIDEO

- Not clickable

Companion Ad

480px
(height)

250px
(height)

- Appears after the video ends
- Only companion ad is clickable

NOTE:
- Aspect Ratio can be either 16:9 or 4:3
- Video in other formats are accepted. It will be converted to .MP4 before going live

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TAP TO CALL

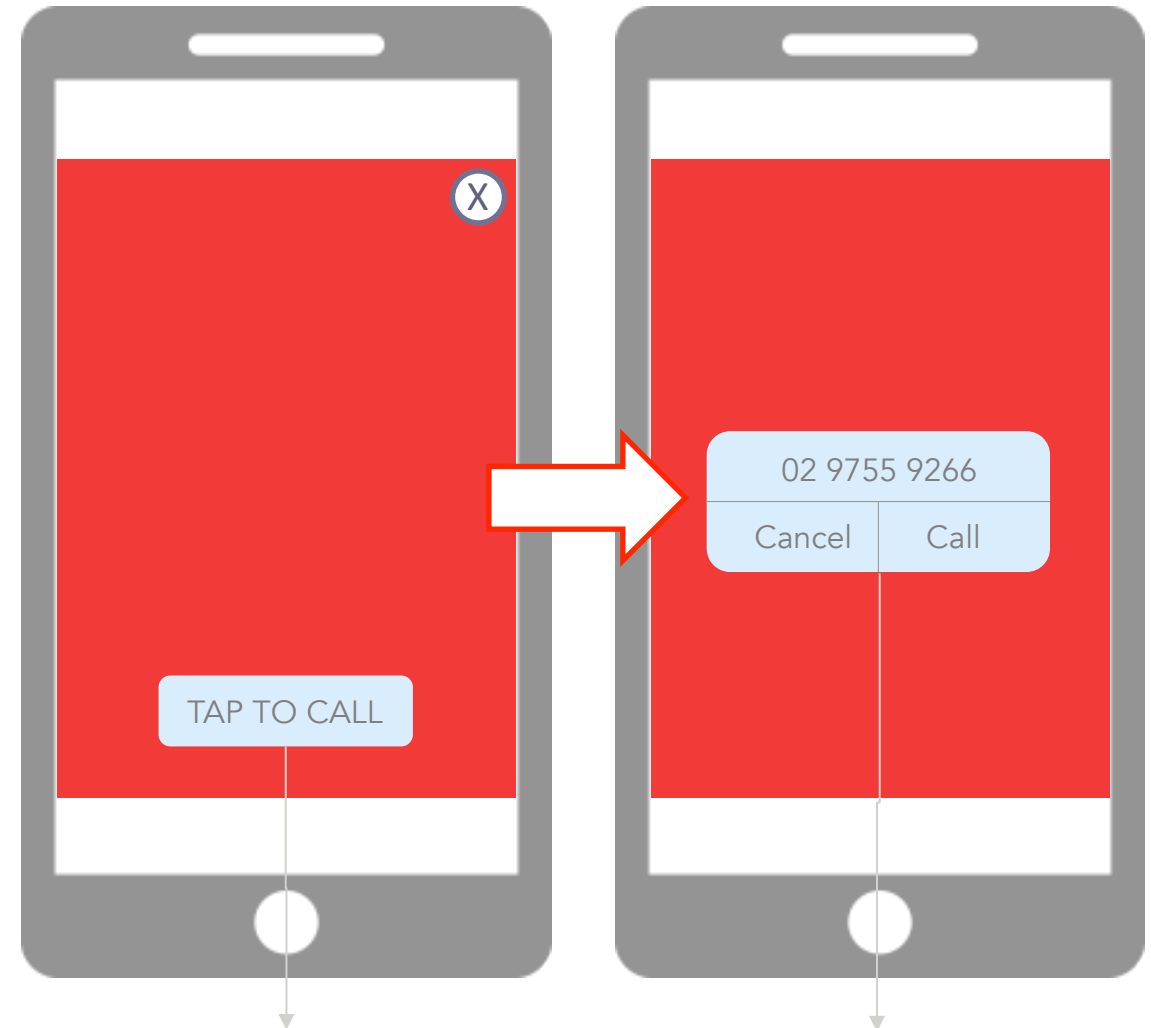Tapping on the banner leads to phone calling function

File Type:
.JPEG / .GIF / .HTML

Banner Type:
ALL TYPES

Additional Requirement:
Phone number
(share calling code if required)

X

TAP TO CALL

02 9755 9266

Cancel | Call

User taps on the button

Calling mechanism activates as per device's OS

NOTE:
For details on dynamic ads, HTML and 3rd party tracking, please refer to slide no. 20
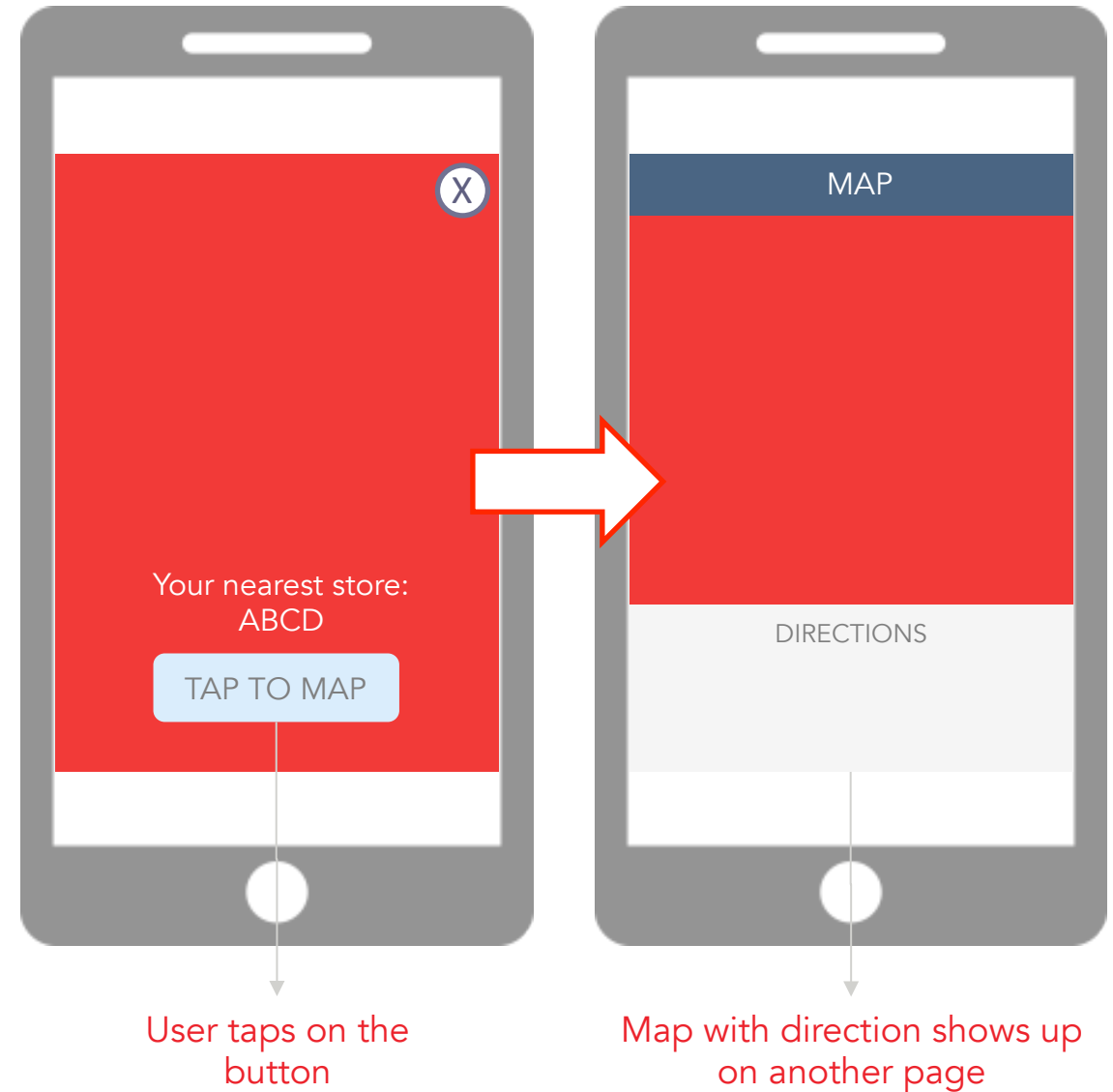
TAP TO MAP

Tapping on the banner leads to map

File Type:
.JPEG / .GIF / .HTML

Banner Type:
ALL TYPES

Additional Requirement:
- LAT / LONG
- Store details

X

Your nearest store:
ABCD

TAP TO MAP

MAP

DIRECTIONS

User taps on the button

Map with direction shows up on another page

NOTE:
For details on dynamic ads, HTML and 3rd party tracking, please refer to slide no. 20
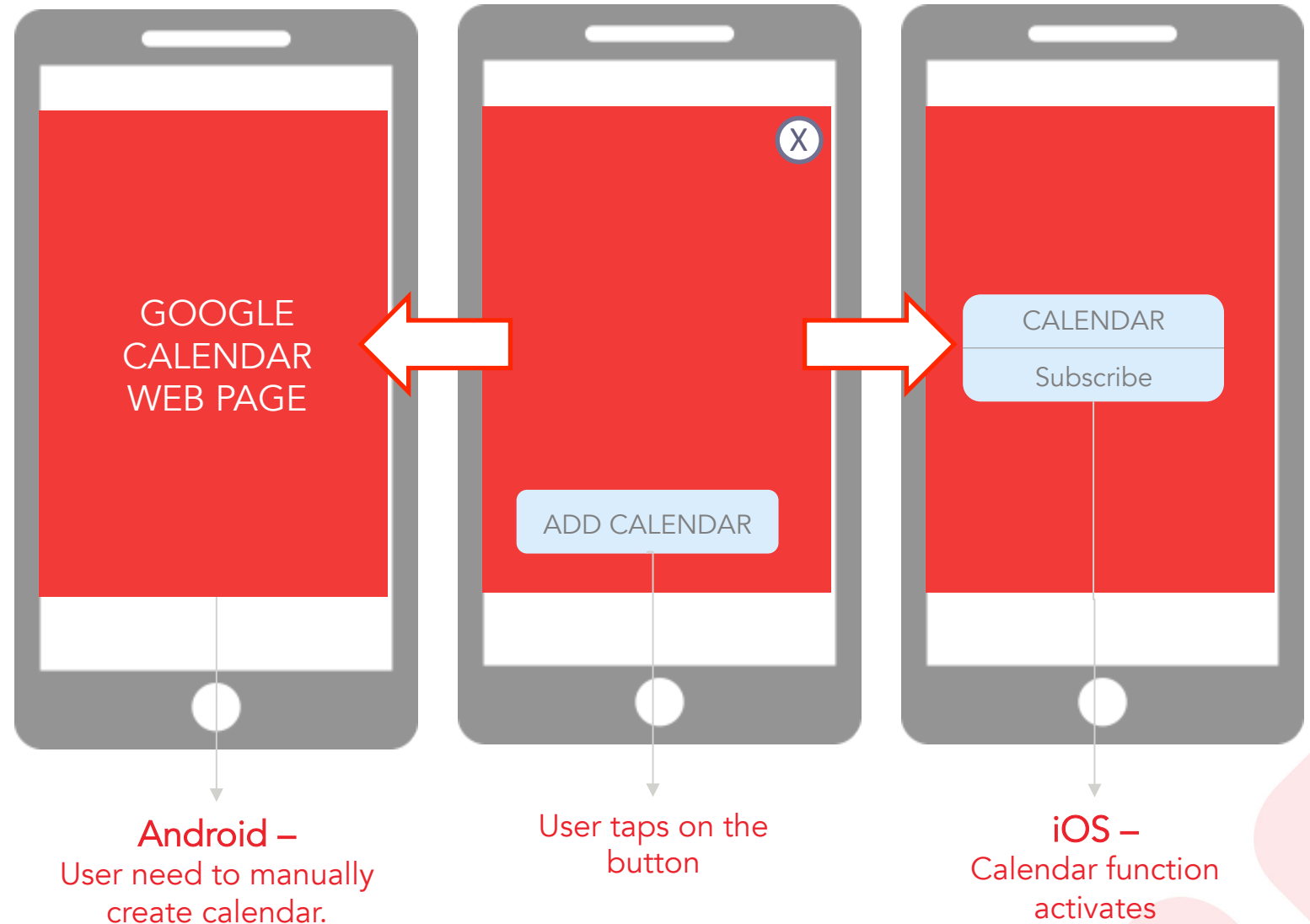
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ADD TO CALENDAR

Works best only for iOS

File Type:
.JPEG / .GIF / .HTML

Banner Type:
INTERSTITIAL / LP / EXPANDABLE

Additional Requirement:
- **Title** – 50 characters with spaces
- **Description** – 250 characters with spaces
- **Location**
- **Start and End Date**
- **Start and End Time**

GOOGLE CALENDAR WEB PAGE

X

ADD CALENDAR

CALENDAR

Subscribe

Android –
User need to manually create calendar.

User taps on the button

iOS –
Calendar function activates

NOTE:
For details on dynamic ads, HTML and 3rd party tracking, please refer to slide no. 20

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CREATIVE ASSET REQUIREMENT

FILES
- All source files / assets should be supplied separately
- .PSD / .AI should be open layered
- Fonts (.TTF / .OTF / .WOFF)
- Hi-res Images

JPEG / GIF CREATIVE
- Frames: No limit. File size should be within constraint
- Frame looping: No limit

DYNAMIC CREATIVE
- If created by the client, should have a specific area in the layout assigned only for dynamic content
- In case of GIF banner, all the frames should have this area at the same place / co-ordinates in the layout

HTML
- Should not be developed using any HTML creator, eg.: Google Designer
- Only single HTML file accepted. Multiple HTML files linked to each other is not accepted.
- Expandable banner – MRAID complaint
- Expandable banner – Single ad (both base banner and expandable in one HTML) with iFrame Bursting

TAGS
We accept 3rd party tags from Celtra, DoubleClick, Sizmek, Atlas. Any other tag could also be used after integration.

THIRD PARTY TRACKING
We accept 3rd party 1x1 pixel tracker for impression tracking and click trackers from approved vendors.
Please contact your operation manager for more details.

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Thank You
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