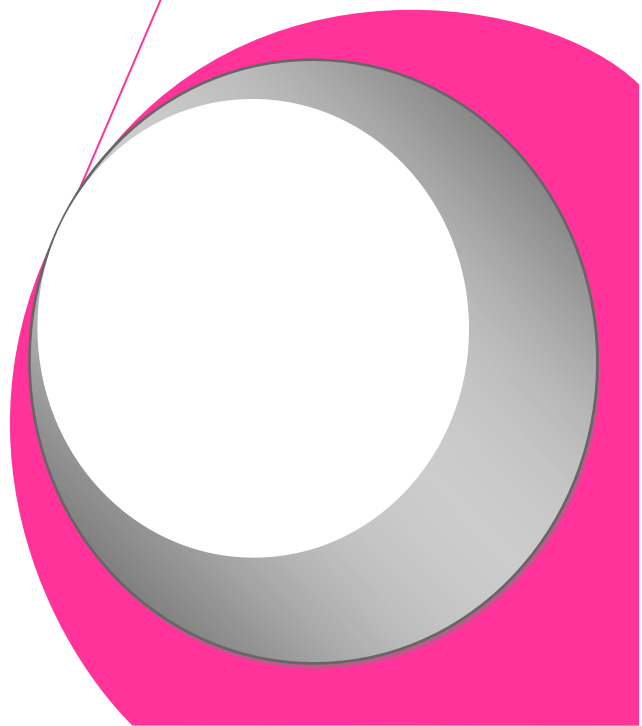


Mobile Ads

TECHNICAL SPECIFICATIONS

Last update: 30/12/2011



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Feature Phone and Smartphone Formats

Specs	Description	File Size
120x20	 Save up to 5% off a new mower or tractor	5 KB
168x28	 Save up to 5% off a new mower or tractor	8 KB
216x36	 Save up to 5% off a new mower or tractor	10 KB
300x50	 Save up to 5% off a new mower or tractor	15 KB
320x48	 Save up to 5% off a new mower or tractor	20 KB
320x50	 Save up to 5% off a new mower or tractor	20 KB
300x250	 Save up to 5% off a new mower or tractor	40 KB

Tablet Formats

Specs	Description	File Size
		40 KB
728x90		40 KB
468x60		40 KB
300x250		40 KB

Ad Specifications



Text Ads Specifications

Characters	Icons
Limit: 40 Characters	:38x38px logo, 28x28px CTA

Banner Ads Specifications

File Weight	File Type	Animation
Up to 40kb	PNG, GIF, JPEG	Animated GIF

Animated GIF Specifications

Item	Specs
Frame Rate	0.2 seconds minimum - 5 seconds maximum
Looping	3 loops maximum
Animation	Animated GIF only. All animated elements can animate for a maximum of 15 seconds.

Devices that do not support animated GIF, display a static image of the first frame.

Calls to Action

Call to Action	Description
Click to Landing Page	User is taken to a mobile web landing page
Click to App Downloads	User is taken to Appstore or Android Market
Click to Store Locator	User is taken to a store locator map
Click to Call	Mobile device calls specified number
Click to Video Play	Video plays on device
Click to SMS	Mobile device sends SMS to specified number
Click to Search	User is taken to a search results page
Click to Share	User shares link with specified social media site