millennial media®

Site Served

Native Ads

A native ad is an ad bundle that consists of multiple creative elements, including text, images and a URL. Upon serving the ad, each publisher selects different elements and arranges those elements in a manner that is consistent with the content of the app. The ad unit can link to a wide variety of actions, including a mobile site, app store, video, etc.

All images and text assets listed are required.
It is recommended at least 2 sets of creative assets be submitted for better performance.

Creative

Images	Specifications
Icon / Logo Image	Dimensions: 240 x 240 Max File Size: 50 KB
Main Image	Dimensions: 1200 x 627 Max File Size: 500 KB

Text	Specifications
Title Text	< 25 characters
Body Text	< 100 characters
Call to Action Text	< 15 characters

Optional	Specifications
App Store Star Rating	Number between 1 and 5 (.5 increments accepted)

Asset Delivery

Image File Format
- JPG
- PNG
- GIF
- Animated GIF

URL
- Cannot exceed 256 characters

Availability

Devices
- iPhone, Android Smartphone, iPod Touch
- iPad, Android Tablet

Placements
- In-App

Supports

- 3rd Party 1x1 impression tracking/click tracking (not 3rd Party served)
- 3rd Party conversion tracking
- 52S tracking