



Flexible Size Ad Specifications

| Ad Type | Ad unit Name | Transition Fixed Size Ad unit (px)* | Aspect Ratio (width:height) | Ad Size** | Size Range | | Max. K-Weight (kB) | | Static Image Size (dp) |
|------------|--------------|--|-----------------------------|-----------|----------------------------------|----------------------------------|--------------------|---------|------------------------|
| | | | | | Min. Size Width x height (dp***) | Max. Size Width x height (dp***) | Initial Load | Subload | |
| Horizontal | 2x1 | Half Page | 2:1 | X Large | 900x450 | 1800x900 | 250 | 500 | 1800x900 |
| | 2x1 | N/A | 2:1 | Small | 300x150 | 450x225 | 100 | 200 | |
| | 4x1 | Billboard 970x250 | 4:1 | X Large | 900x225 | 1800x450 | 250 | 500 | 1800x450 |
| | 6x1 | Smartphone Banner 300x50, 320x50 | 6:1 | X Small | 300x50 | 450x75 | 50 | 100 | 450x75 |
| | 8x1 | Leaderboard 728x90 | 8:1 | Medium | 600x75 | 1200x150 | 150 | 300 | 1200x150 |
| | 10x1 | Super Leaderboard/ Pushdown 970x90 | 10:1 | Large | 900x90 | 1800x180 | 200 | 400 | 1800x180 |
| Vertical | 1x2 | 300x600 | 1:2 | Large | 300x600 | 450x900 | 200 | 400 | 450x900 |
| | 1x3 | Portrait 300x1050 | 1:3 | X Large | 300x900 | 450x1350 | 250 | 500 | 450x1350 |
| | 1x4 | Skyscraper 160x600 | 1:4 | Medium | 160x640 | 240x960 | 150 | 300 | 240x960 |
| Tiles | 1x1 | Medium Rectangle 300x250 | 1:1 | Medium | 300x300 | 450x450 | 150 | 300 | 450x450 |
| | 2x1 | 120x60 Financial | 2:1 | X Small | 200x100 | 300x150 | 50 | 100 | 300x150 |
| | 9x16 | N/A | 9:16 | Large | 300x540 | 450x800 | 200 | 400 | 450x800 |



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| Full Page Portrait | | | 9:16 | X Large | 600x1067 | 900x1600 | 300 | 600 | 900x1600 |
| | 10x16 | N/A | 10:16 | X Large | 800x1280 | 1200x1920 | 300 | 600 | 1200x1920 |
| | 2x3 | N/A | 2:3 | Large | 300x450 | 450x675 | 200 | 400 | 450x675 |
| | 3x4 | N/A | 3:4 | X Large | 600x800 | 900x1200 | 300 | 600 | 900x1200 |
| Full Page Landscape | 16x9 | N/A | 16:9 | Large | 540x300 | 800x450 | 200 | 400 | 800x450 |
| | | | 16:9 | X Large | 1067x600 | 1600x900 | 300 | 600 | 1600x900 |
| | 16x10 | N/A | 16:10 | X Large | 1280x800 | 1920x1200 | 300 | 600 | 1920x1200 |
| | 3x2 | N/A | 3:2 | Large | 450x300 | 675x450 | 200 | 400 | 675x450 |
| | 4x3 | N/A | 4:3 | X Large | 800x600 | 1200x900 | 300 | 600 | 1200x900 |
| Feature Phone Sizes | 120x20 | Small Banner | N/A | N/A | N/A | 120x20 | 5 | N/A | N/A |
| | 168x28 | Medium Banner | N/A | N/A | N/A | 168x28 | 5 | N/A | N/A |
| | 216x36 | Large Banner | N/A | N/A | N/A | 216x36 | 5 | N/A | N/A |

* **Transition Fixed Size Ad Units:** These are old fixed size ad units closest in size to the new ad units. Suggested for planning transition to new ad units
 ** **Ad size:** Ad size is based on how big or small an ad unit is with reference to 1:1 ad unit (Xsmall =0-25%, Small = 25%-75%, Medium = 75%-125%, Large 125%-200%, X Large 200% +)
 *****Density-independent pixels (dp):** Devices can have different resolutions. Resolution is defined by number of pixels per inch. Density independent pixels is a way to consistently measure the size of an image on a device independent of screen resolution. 320 dp is approximately 2 inches wide. dp = (width in pixels * 160) / screen density. E.g. for pixel density of 1 i.e. ~160 pixels per inch (iPhone 3) 320dp is 320px (320dp= (Xpx *160)/160). For pixel density of 2 i.e. 320 pixels (iphone 5) 320dp is 640px (320dp= (Xpx *160)/320)

Horizontal ad types are ads with landscape layout i.e. larger width and smaller height aspects. They are expected to fit edge to edge of screen width or margin to margin of content layout width. Typical placements are top or bottom of the screen and sometimes in middle of page sections

Vertical ad types are ads with portrait layout i.e. larger height and smaller width aspects. They are expected to fit edge to edge from top to bottom or margin to margin vertically between page layout elements. Typical placements are on the right or left edges of the screen or page layout