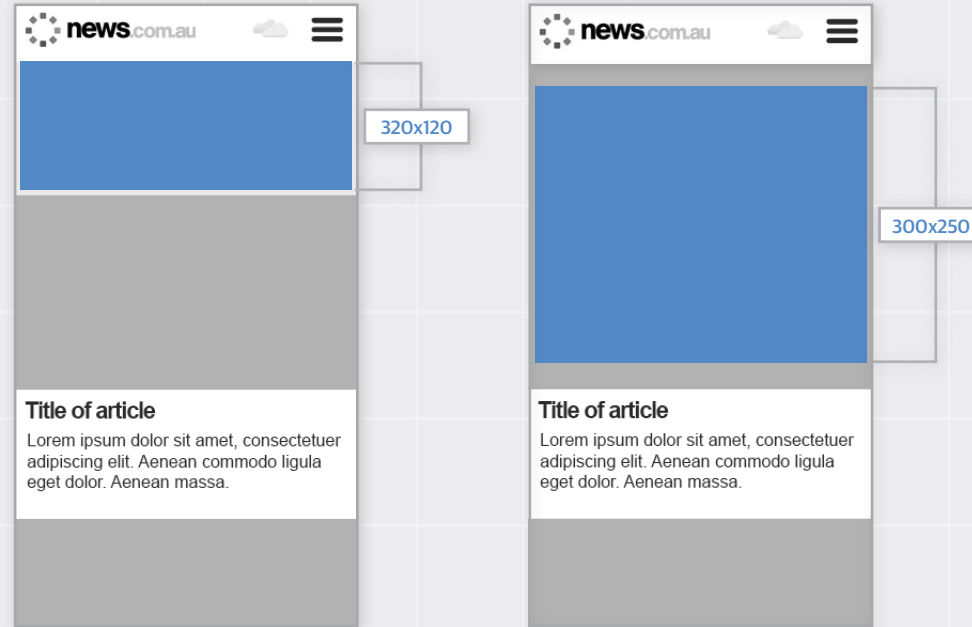


HEADLINE TAKE OVER

The Headline Takeover ad format gives advertisers more real estate than the traditional mobile standard display banner and can contain images, text and animation.

For the Expanding headline take over, expansion is triggered on user initiation from the in-page banner and can contain audio and/or video content. It can also support animation and advanced features.



HEADLINE TAKE OVER

Ad Unit Activity

- Rich or static media
- Includes Roadblock MREC

Client to supply

- 320 x 120px as GIF/JPEG/PNG images
- CTA
- Maximum file size 50kb

AD Inclusions
Roadblock MREC

EXPANDING HEADLINE TAKEOVER

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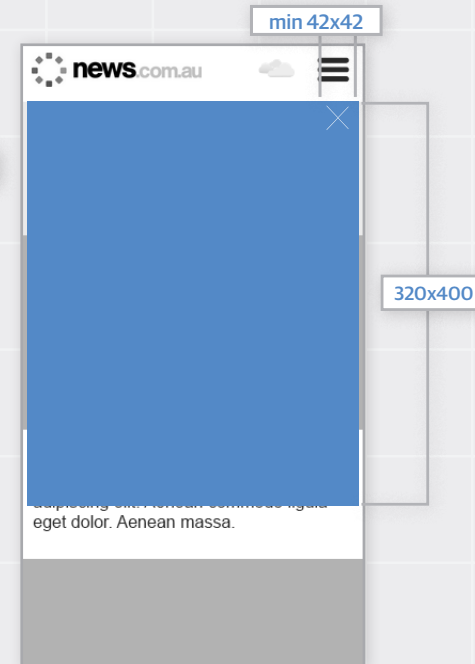
AD Inclusions

Roadblock MREC

COLLAPSE PANEL



EXPAND PANEL



EXPANDING HEADLINE TAKE OVER

Ad Unit Activity

- Rich or static media
- User-Initiated expansion
- Includes Roadblock MREC

Client to supply

- 320 x 120px as GIF/JPEG/PNG images
- CTA
- Expand or See more button
- Maximum file size 50kb

Ad Unit Activity

- Must include a visible close button for the entire duration of the expansion
- Supports advanced features (Video, Image carousel, 360 image rotation, Google Maps)

Client to supply

- 320 x 400px as GIF/JPEG/PNG images
- CTA
- Close button - 42 x 42px
- Maximum file size 70kb

For rich excutions

- PSD with storyboard up to 3 frames
- Video (if applicable - user initiated) - 15 seconds
1MB Aspect ratio 16:9 (Min. 320 x 180)
- Images (if gallery has been purchased - max 8 images)