

IAB Mobile Adhesion Banner

Mobile Rising Star Ad Unit

Style Guide and Tech Specs

Created By



I. Description

The IAB Mobile Adhesion Banner is an advertising format that maximizes content and device compatibility for all digital screens, starting with smartphones and tablets.

The IAB Mobile Adhesion Banner should adhere to the following principles:

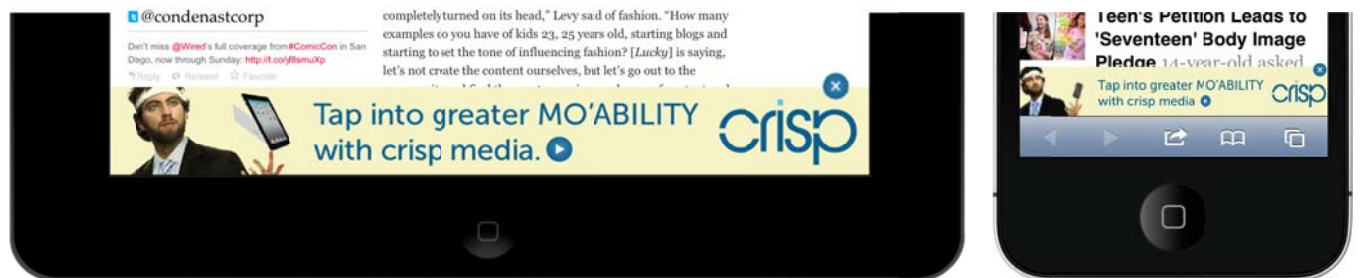
-Persistent, yet unobtrusive presence. The ad format will persist on a page as the user interacts with the device and content, e.g., changing orientation or zooming, in a consistent, elegant fashion. Its manner of “following” the user interaction should not be the reason viewers attend to it.

-Respect bandwidth. The ads should make the minimal demands possible on the device and data connection.

-Viewer control. The user must always be fully in control with an easy to understand and use interface from open to close.

A Mobile Device is defined here as a Smart Phone or a Tablet. The ad unit can be contained in a web browser or an application native to a device. The type of Ad Container will determine the maximum screen size available for showing the ad and the events/user interactions available to the ad.

II. Visualization



III. Behavior and UI Elements

Approach:

- The IAB Mobile Adhesion Banner is positioned to the bottom of the device display.
- The ad unit will disappear when a viewer interacts with the screen, e.g., during content scrolling, zooming or orientation changing, and reappear when interaction stops in the bottom of device display position. In situations where the disappear/reappear capability is not supported, the backup default is for the banner to remain fixed and not forced to disappear.
- The IAB Mobile Adhesion Banner must have a close button in the top right corner.

Size:

- The IAB Mobile Adhesion Banner will fill the width of the screen. While not recommended, an alternate implementation, if the banner width is less than the width of the screen, is to center the banner horizontally.
- IAB Mobile Adhesion Banner height should be a maximum of 1/6 of the banner width.
- For MRAID 2.0 implementations, the IAB Mobile Adhesion banner height may start larger than 1/6 if the banner will resize to 1/6 or less of the banner width post initial animation.

Common Sizes:

Common size on Smartphones:

- 320px width x 50px high (portrait)
- 480px width x 50px high (landscape)

Common size on 10 inch tablet:

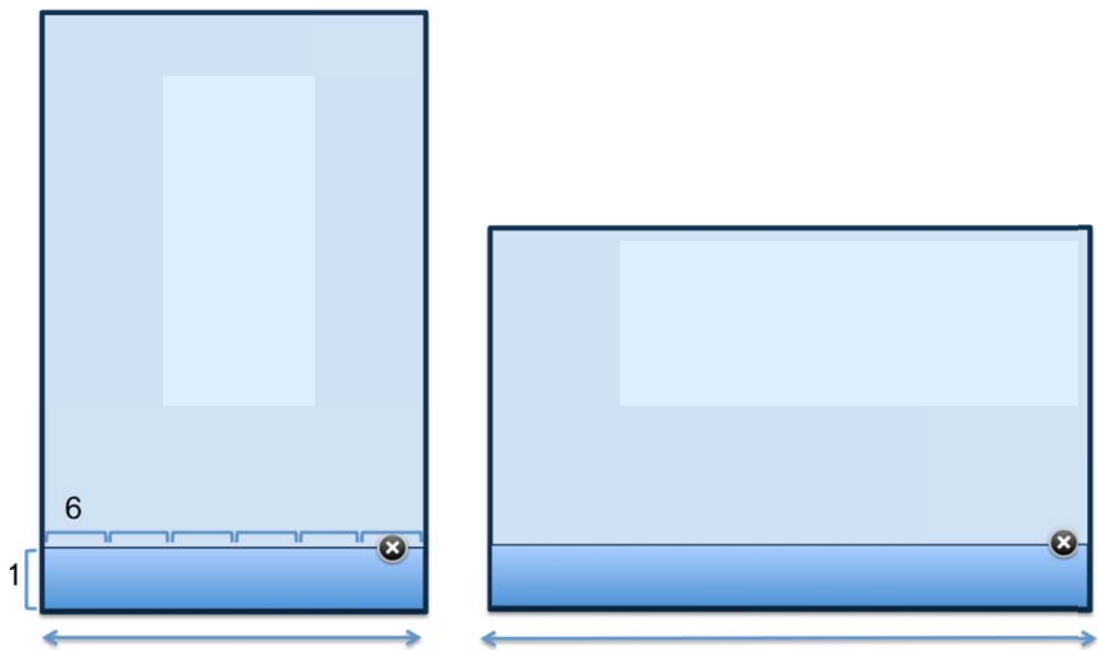
- 768px width x 90px high (portrait)
- 1024px width x 90px high (landscape)

Implementation Notes:

- Adhesion keeps the same size and resolution no matter how publisher content is adjusted by zooming or scrolling.
- Aside from the general aspect ratio of the ad unit, specific sizes depend on the size of the device screen, therefore developing a responsive design to accommodate wider smartphones or thinner tablet sizes is recommended.

- The size of the adhesion banner may be made wider when the orientation of the device changes, but image graphics of the ad should not be stretched to accommodate width.

Adhesion
Initial Display for Smartphone & Tablets

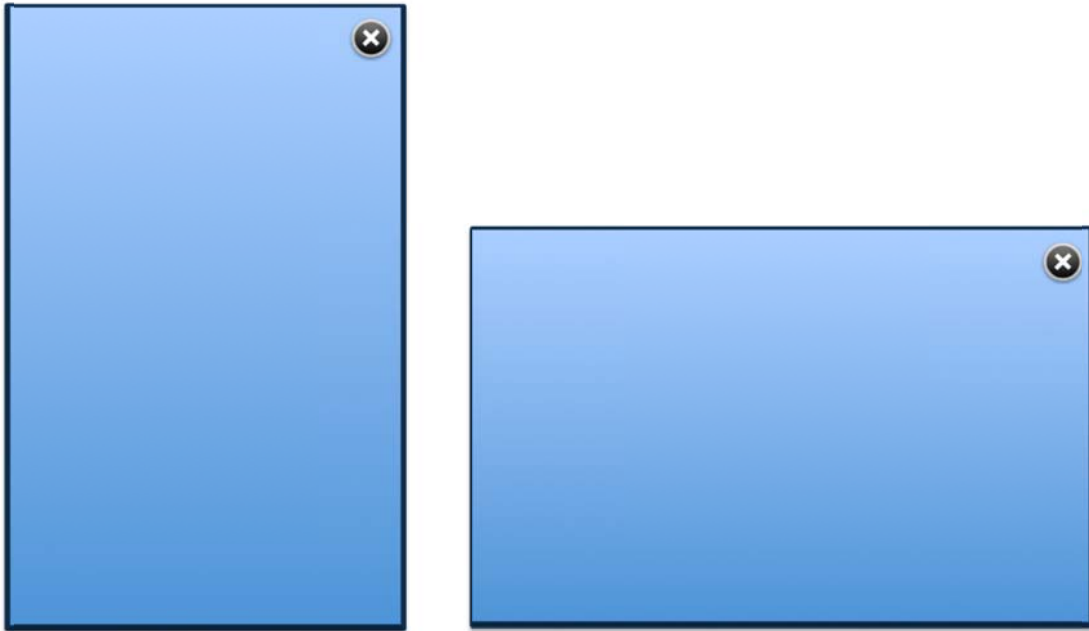


Adhesion fills width of screen with a banner height that is 1/6 of the width or less

Expansion:

The IAB Adhesion Banner can include a CTA to launch a full screen ad experience. The full screen experience should follow the Full Screen Ad Component specifications of the IAB Mobile Full Page Flex (www.iab.net/risingstarsmobile).

Adhesion
Expanded for Smartphone & Tablets



Adhesion expanded can fill the screen in portrait and landscape

IV. Demo

<http://www.iab.net/risingstarsmobile#3>

V. Technical Specifications

IAB Mobile Rising Stars File Size Approach:

The IAB Mobile Rising Stars will load in three distinct phases, the first of which applies to the IAB Mobile Adhesion Banner.

- 1) *Initial File Load* whereby the Base Ad Component loads and, should the ad include a tap to expand component, a “hidden frame” of the Full Page Ad Component also loads. This hidden frame enables rapid deployment of the Full Page Ad Component before additional files download.
- 2) *Subsequent User-Initiated File Load*, where the “resting state” of the Full Page Ad Component loads. Importantly, this resting state is essentially one layer deep in that it presents the full experience to the viewer, but has not loaded additional files that may be called

upon with further interaction. Note: for IAB Rising Stars that do not have a Base Ad Component like the in-page IAB Mobile Filmstrip or the in-line IAB Mobile Full Page Flex, this is the first loading of any ad files.

- 3) *Subsequent Additional User-Initiated File Load.* This includes all files that load as a result of the viewer further interacting with the Full Page Ad Component.

Ad Serving Standards: The IAB Mobile Adhesion Banner must be compatible with MRAID 1.0 and MRAID 2.0.

Attribute	Attribute Description/Definition	Unit/Entry Type
Creative Unit Name	IAB Mobile Adhesion Banner	IAB Mobile Adhesion Banner
Initial Dimensions (WxH in pixels)	Measured in pixels, the width and height of an ad unit (WxH). The width is always the first dimension listed, followed by the height dimension (i.e. an ad that is 300x250 is 300 pixels wide by 250 pixels high).	Fits to any IAB or MMA Banner Standard or Guideline A phone Example: 320x50 Refer to “III. Behavior and UI Elements” above for further guidance
Maximum Expanded Dimensions (WxH in pixels)	The secondary dimensions of an expanding unit (after expansion). Initial dimensions are fit to the dimensions of the placement. Then, either by auto-play or user interaction, the ad unit expands to its secondary dimension.	N/A
Max Initial File Load Size (KB, MB)	The total size of the creative file(s) for an ad, measured in KB or MB, that load along with (inline with) the files that load when a user first initiates a page/App load.	Phone: 40 KB Tablet: 60 KB

Subsequent Max User-Initiated File Load Size	Additional file size allowed to load on a page following the willful act of a user to engage with an ad. Users may interact by touching the ad with a tap or specified gesture.	NA
Subsequent Max Additional User-Initiated File Size	Additional file size allowed to load on a page following the willful act of a user to engage further with elements of the ad (e.g., streaming video).	NA
Max Video & Animation Frame rate	The rate at which video frames or animated images display as the video or animated file executes, measured as the number of frames per second (fps).	24 FPS
Maximum Animation Length	Animation: A programmatically generated display of sequential images, creating the illusion that objects in the image are moving. Not digital video, as it relates to this document (see the definition for "Video").	15 seconds
Max Video Length	Video: In online advertising, the digital recording of a physical event or animated files that have been transcribed into a digital video format.	NA
Audio Initiation	Audio: The audible file that may accompany ads. Advertising audio should never play without user-initiation.	NA
Z-index Range	Enumerated layers of elements and content on a publisher's webpage. Consideration of the z-element in page content design such as navigation, imagery, and ads is important for	5,000 - 1,999,999 (for entire ad unit)

	providing a seamless experience when page content overlaps (i.e. an expanding ad with a z-index that is lower [on the z-index scale] than navigational elements may give the appearance that page navigational elements are showing through the expanded portions of the ad).	
Minimum Required Controls		Close button in the upper right hand corner
Labeling Requirements, Font Size, etc.	The minimal requirements for distinguishing an online advertisement from regular webpage content.	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)
Submission Lead-Time	The number of business days (non-weekend/non-holiday days) prior to a campaign going live in which a publisher needs to validate advertiser submitted creative(s) for a campaign.	10 days
Implementation Notes & Best Practices		See "III. Behavior and UI Elements" above Ensure images are mobile web optimized
Supported Creative Types		HTML5