

IAB Mobile Pull

Mobile Rising Star Ad Unit

Style Guide and Tech Specs

Created By



I. Description

The IAB Mobile Pull is a two component ad unit, starting with a top or bottom screen banner ad that, on user interaction, vertically pulls a full screen ad experience with sight, sound, motion, and interaction capabilities over the publisher content.

The IAB Mobile Pull Ad Unit should adhere to the following principles:

-Standard banner initiation. The IAB Mobile Pull will launch from any IAB or MMA standard banner, including the new IAB Mobile Rising Star, the Mobile Adhesion Banner, allowing for this unit to be widely used today and into the future.

-Full page is full page. The full page component of the IAB Mobile Pull should take full advantage of the entire available screen.

-Sight, sound, motion, plus interaction. The ad unit should allow the creative to take advantage of native device capabilities to express an idea and enable interaction.

-Persistent viewer control. The user must always be fully in control.

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

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

Top Banner Initiation

Base Ad Component

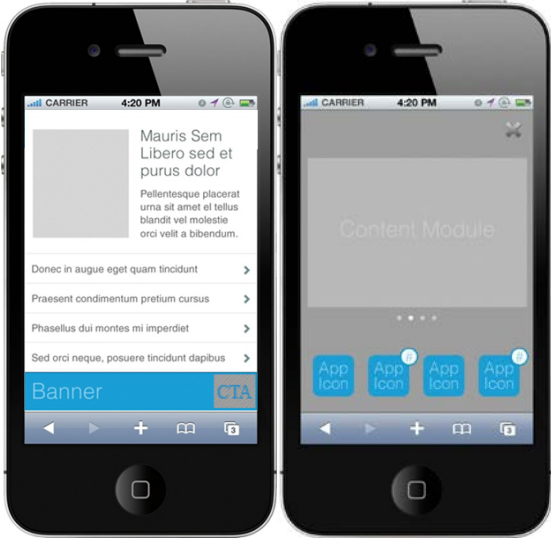
Full Page Ad Component



Bottom Banner Initiation

Base Ad Component

Full Page Ad Component



III. Behavior and UI Elements

The IAB Mobile Pull consists of a Base Ad Component and a Full Page Ad Component.

A. Base Ad Component

-This is an IAB or MMA standard banner, including the IAB Mobile Rising Star, the IAB Mobile Adhesion Banner. May be either a top or bottom of screen placement.

-This is effectively a call to action for viewing the Full Page Ad Component.

-Base Ad Component must include a call to action icon that opens the Full Page Ad Component. This can be a directional icon indicating the vertical direction from which the Full Page Ad Component will be pulled into frame or an icon that includes no directional signal.

-Base Ad Component will launch the Full Page Ad Component with a touch of either a tap or swipe action from anywhere in the Base Ad Component. In all cases, the user has clear knowledge that the Full Page Ad Component is being launched.

B. Full Page Ad Component

The Full Page Ad Component may consist of the IAB Pull Full Page Ad Component as detailed here or alternatively follow the IAB Mobile Full Page Flex Guidelines and Tech Specs (www.iab.net/risingstarsmobile)

IAB Mobile Pull Full Page Ad Component:

-The IAB Mobile Pull Full Page Ad Component will enter as an expansion vertically from the Base Ad Component. The only option in cases where a vertical expansion is not possible is for the Full Page Ad Component to fade in.

-The IAB Mobile Pull Full Page Ad Component will include Branded Wallpaper, a Content Module, and Navigation Tray.



Branded Wallpaper

-The Branded Wallpaper is a static image which serves as a backdrop for the expanded unit.

Content Module

-The Content Module contains all of the interactive content for each embedded feature.

-If a feature contains multiple sections (i.e. photo gallery), the Content Module must include clear navigation, for example dots that appear beneath the Content Module illustrating the number of pages available for that feature.

Navigation Tray

-The Navigation Tray contains Feature Icons which are used to navigate between the different features within the ad.

-It is recommended that up to four Feature Icons be displayed at once within the Navigation Tray.

-Tapping any Feature Icon will always load the content within the Content Module.

Close button

-A clearly-defined close button should always be present in the upper right corner.

-Tapping the close button will collapse the Full Page Ad Component, ideally in the vertical manner of its expansion, and display the Base Ad Component.

IV. Tech Specs

IAB Mobile Rising Stars File Size Approach:

The IAB Mobile Rising Stars, including the IAB Mobile Pull, will load in three distinct phases.

- 1) *Initial File Load* whereby the Base Ad Component loads and 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 Mobile 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.

Attribute	Attribute Description/Definition	Unit/Entry Type
Creative Unit Name	IAB Mobile Pull Rising Star	IAB Mobile Pull
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).	May launch from any IAB or MMA Standard Banner One phone example: 320x50
Maximum Expanded Dimensions (WxH in pixels)	The secondary dimensions of an expanding ad unit (after the ad is expanded). Initial dimensions are fit to the dimensions of the placement. Then, either by auto-play or by user interaction, the ad unit expands to its secondary dimension.	Varies by device, following the principle that the Full Page Ad Component will cover 100% of the available screen space. Refer to the IAB Full Page Flex Specifications for additional and tablet guidance One phone example: 320x480
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.	Phone: 100 KB Tablet: 150 KB
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).	Phone and Tablet: 2.2 MB

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 No looping
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.	30 seconds
Audio Initiation	Audio: The audible file that may accompany ads. Advertising audio should never play without user-initiation.	User Initiated
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 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).	5,000 - 1,999,999 (for entire ad unit)
Minimum Required Controls		Control = "Close X" on Full Page Ad Component in the upper right hand corner and "Expand" or other CTA on

		<p>the Base Ad Component</p> <p>Font = 8pt (11px) - 16pt (21px)</p> <p>Retract Feature = Tap to close/expand</p> <p>Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)</p>
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		<p>Base Ad Component:</p> <ul style="list-style-type: none"> • Expand CTA must be clearly defined • Tapping anywhere on the banner expands the ad <p>Full Page Ad Component:</p> <ul style="list-style-type: none"> • Close button <ul style="list-style-type: none"> ○ Recommended size: 40x40 ○ Clearly located in upper right corner ○ Tapping the close button will collapse the unit and display the Base Ad Component • Wallpaper <ul style="list-style-type: none"> ○ Recommended size for phone: 320x480 • Content Module <ul style="list-style-type: none"> ○ Recommended size for phone: 290x205

		<ul style="list-style-type: none"> ○ If feature contains multiple sections (i.e. photo gallery), page navigation dots will appear illustrating the number of pages available for that feature • Navigation Tray <ul style="list-style-type: none"> ○ Recommended size for phone: <ul style="list-style-type: none"> ▪ Nav Tray: 320x100 ▪ Nav Icon: 80x75 <p>Ensure images are mobile web optimized and no flash</p>
Supported Creative Types		HTML5