



# iPROM AdServer

## Mobile ads

Instructions and technical specifications

## 1. Advertising materials

For a mobile ad, prepare one of the following materials:

- Images
- Videos
- HTML5 (.zip)

When preparing materials, consider:

- **responsive** behaviour, which means they know how to **adapt to different** mobile screen **dimensions** and different devices,
- **images** or **HTML5 materials** should not exceed **150kB**,
- **video** files should not exceed **4MB\***,
- in case of a full-screen ad, prepare a portrait and landscape version.

\* The video should be appropriately compressed in a **.mp4** format. If the video does not have the right format or if it exceeds the size limit, it will be automatically compressed during the integration to the iPROM AdServer system, whereby there is the possibility that its quality gets reduced due to the processing.

## 2. Preparation of advertising materials

The advertising materials must be submitted at least 3 working days before the beginning of the advertising campaign to confirm their adequacy and organise all activities that are needed to begin advertising.