

Pulldown

The Mobile Pull Down ad is situated to the top of the mobile interface and is actioned via a pull action by the user. This reveals a full screen ad with unique functionality.

Dimension

Collapsed 320w by 50h pixels

Expanded 320w by 416h pixels

File Size

Image 80kB max (320px by 416 px)

Image 15kB max (320px by 50px)

Video 2MB max

File Format



Animation & Looping

Leadtime



15 sec max collapsed
30 sec max expanded

days

