



ChannelNewsAsia.com
Digital Technical Specs
(Mobile)

MOBILE BANNERS

iOS/Android

(list/grid): 320 (w) x 50 (h)

(splash): 320 (w) x 480 (h) & 480 (w) x 320 (h)

iPad/Tablet

(list): 468 (w) x 60 (h)

(grid): 300 (w) x 250 (h)

(splash): 768 (w) x 1024 (h) & 1024 (w) x 768 (h)

❖ All information in this document is subject to changes without prior notice.

iOS/Android/iPad/Tablet

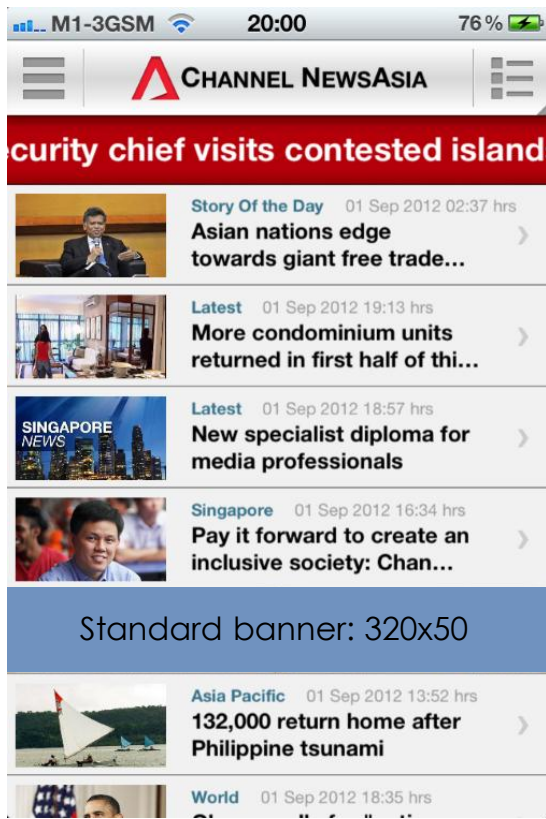
	List	Grid	Splash
GIF/JPG File Size	<p>iOS/Android: 40 kb (320x50)</p> <p>iPad/Tablet: 40 kb (468x60)</p>	<p>iOS/Android: 40 kb (320x50)</p> <p>iPad/Tablet: 40 kb (300x250)</p>	<p>iOS/Android: 40 kb (320x480) - Portrait 40 kb (480x320) - Landscape</p> <p>iPad/Tablet: 40 kb (768x1024) - Portrait 40 kb (1024x768) – Landscape</p> <p>NB: By default, splash ads will auto-close after 5 secs</p>
Submission Deadline	5 working days prior to launch	5 working days prior to launch	5 working days prior to launch
Files to submit	<p>iOS/Android: GIF/JPG (320x50)</p> <p>iPad/Tablet: GIF/JPG (468x60)</p>	<p>iOS/Android: GIF/JPG (320x50)</p> <p>iPad/Tablet: GIF/JPG (300x250)</p>	<p>iOS/Android: GIF/JPG (320x480) & GIF/JPG (480x320)</p> <p>iPad/Tablet: GIF/JPG (768x1024) & GIF/JPG (1024x768)</p>

Additional Notes

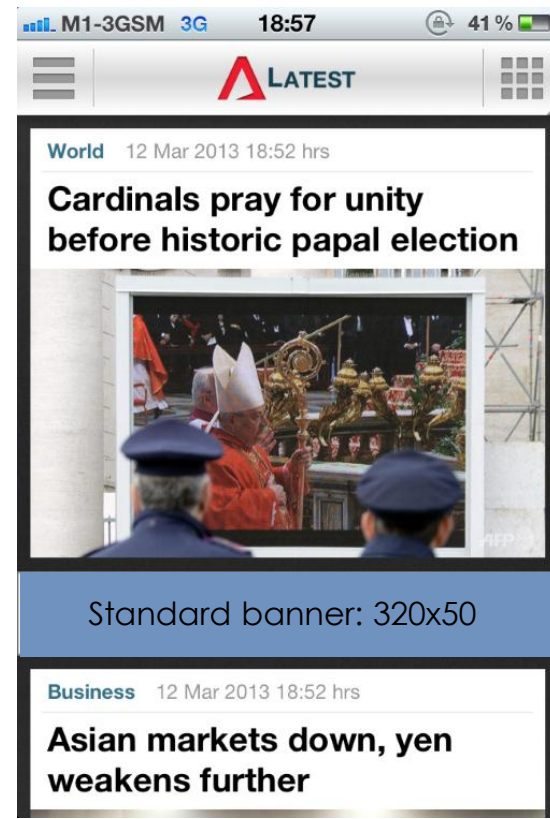
- A border of 1 pixel width must be added to GIF/JPG files to distinguish the creative from the content. Recommended colour is black (#000000).
- Ad must click-through to a landing page in a new window.
- Animation must stop at 15 secs or less; however looping can be unlimited within 15 secs.
- By default, all Splash ads will auto-close after 5 secs.
- For all Splash ads there is no need for creatives to include the 'Close' button, but please leave the 4 corners 50px by 50px clear, in case 'Close' button is needed (which will be auto-inserted through the ad-serving system).

Sample Execution: iOS/Android

List

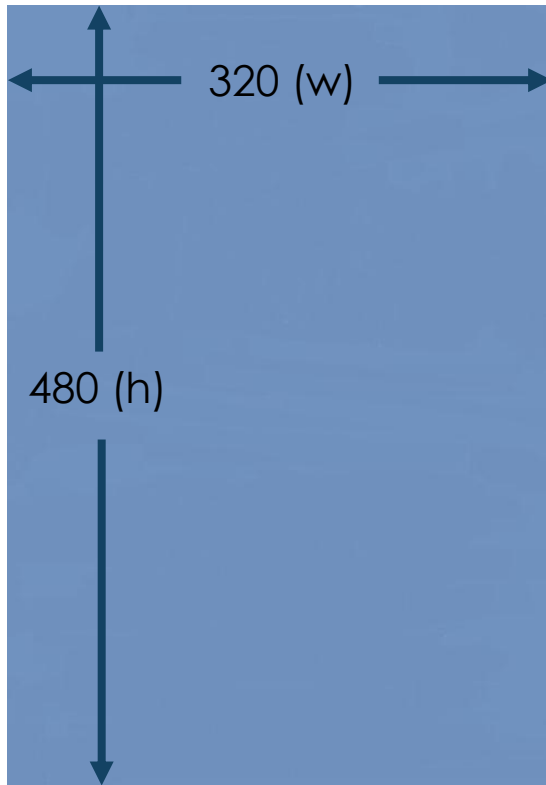


Grid

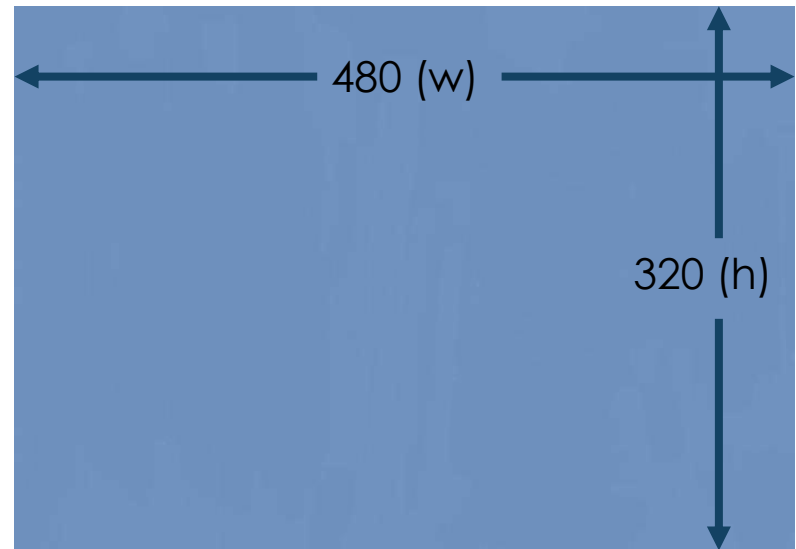


Sample Execution: iOS/Android

Splash (Portrait)

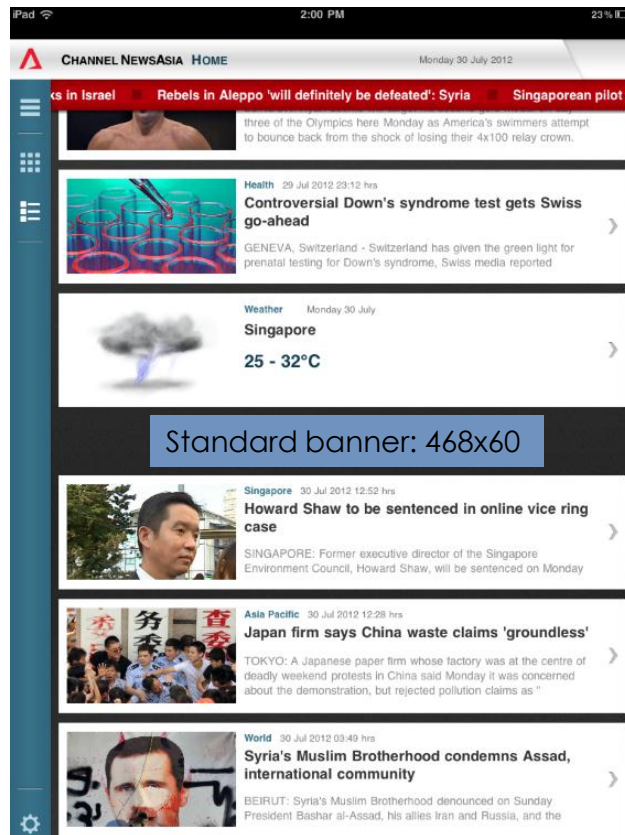


Splash (Landscape)

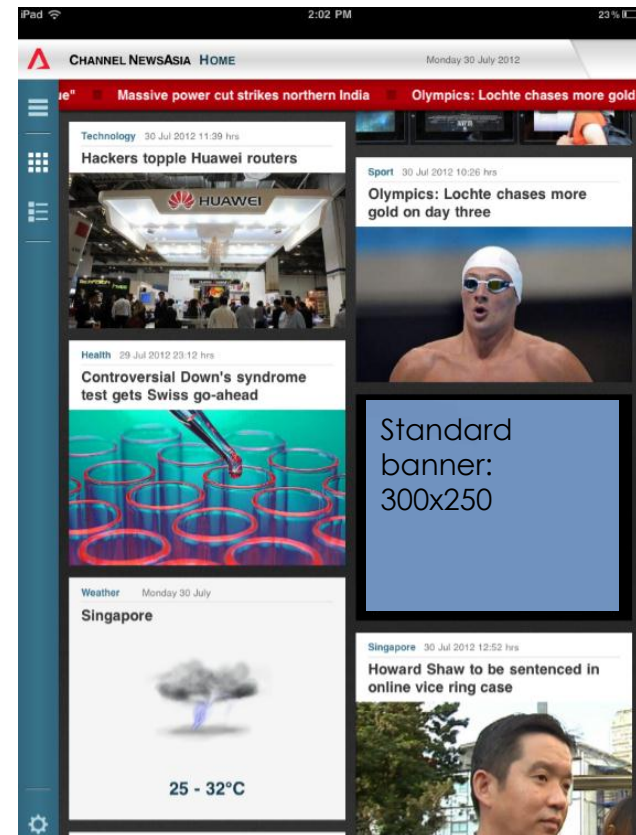


Sample Execution: iPad/Tablet

List

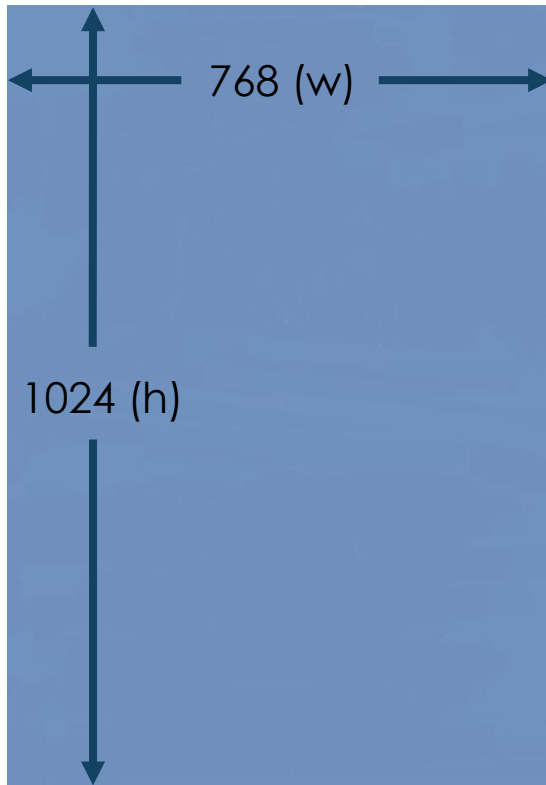


Grid

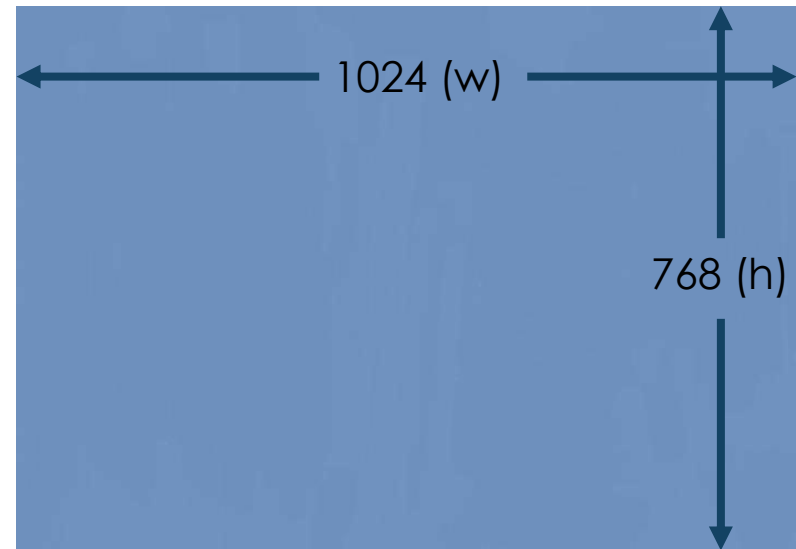


Sample Execution: iPad/Tablet

Splash (Portrait)



Splash (Landscape)



MEDIA CORP

Thank you!