

Ad Specs: Mobile Skins (Static / Animated)

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User experience

Mobile skins provide space for ad content around a mobile web page to deliver high impact engagement.

[Click for demo \(Mirror\)](#)

[Click for demo \(Regional\)](#)

[Click for template](#)

Note: As the creative set transitions across screen sizes, the images will resize to best fit the screen they are being viewed on; due to this, the creative will adapt to the user's screen size. With this in mind, we recommend images don't overflow into another creative (e.g. left/right panels), as this may appear out of alignment for some users.

Specs for pre-designed assets

Requirement	Dimensions (in pixels @2x)	File type	File size
For static creative: Images (x4)	840x200 Centre Top Banner 840x200 Centre Bottom Banner 50x1800 Left panel 50x1800 Right panel	JPEG	80kb 80kb 40kb 40kb
Alternative and for all animated creatives: Adobe Photoshop file with each creative element on separate layer	As above Preferred: use provided .psd template	PSD	100mb (preferred max)

Specs for separate assets and design by Reach

Asset type	Accepted Formats	Recommended dimensions
Logos / icons or graphics	Vector (scales without distortion) .psd .png .eps .ai .svg	N/A
Images / photography	Hi resolution (preferred) .jpeg	1600x2300px 72dpi (portrait) 2300x1600px 72dpi (landscape)
Videos	720p (preferred) .mp4	1280x720px (landscape)
Copy / text elements Font(s)	Word doc (or similar) .doc Font(s) .ttf	N/A