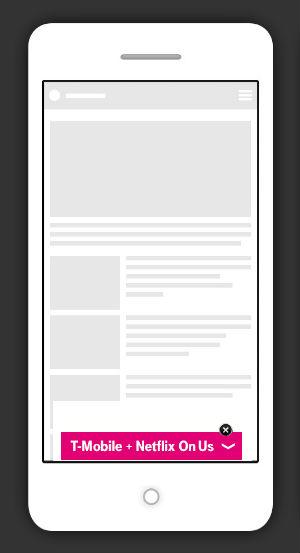
**Mobile Adhesion**

**Definition:**

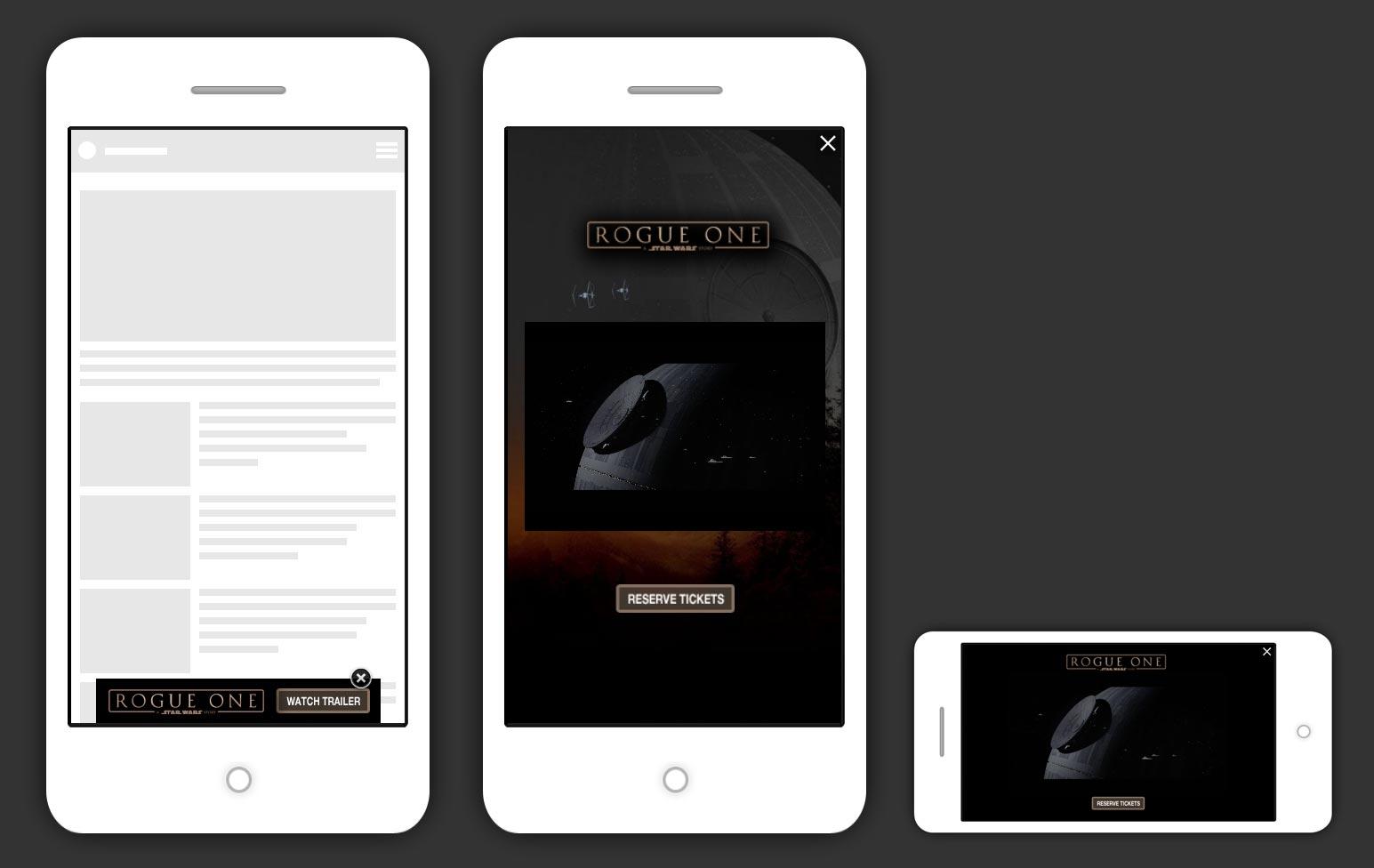
The Mobile Adhesion can serve either a standard mobile ad unit or a third party expandable creative. Both versions have an initial 320x50 state that is positioned at the bottom of the device display. The Standard Mobile Adhesion accepts a standard 320x50 GIF or JPG. It has one linking URL that opens on tap/click. The Mobile Adhesion Expandable creative can expand with a user-initiated tap/click on the base unit. It serves from a third party javascript tag. Specification for both are below.

**Standard Mobile Adhesion Example:**



|  |  |
| --- | --- |
| **Mobile Adhesion - Standard** | |
| **Item** | **Specifications** |
| **Dimensions** | 320w x50h |
| **Max File Size** | **Initial File Size** = 50k  **Subload** – Up to 200k |
| **Animation** | 30 sec max, 24 fps max |
| **Alt Text (optional)** | 60 Char. Max |
| **Creatives in Rotation** | One (1) creative per campaign |
| **Linking URL** |  |
| **Standard Serving Guidelines** | **Standard Serving Guidelines**   * HTML5 accepted for standard display ads – see [HTML5 Guidelines](https://www.cbsinteractive.com/advertising/ad-specs/html5-guidelines) * All creatives must function uniformly on the following mobile web browsers: Chrome (Android and iOS) and Safari (iOS). |

**Mobile Adhesion Expandable Example:**



|  |  |
| --- | --- |
| **Mobile Adhesion Expandable** | |
| **Item** | **Specifications** |
| **Base Unit** | 320x50 that must include an expand button and a small close button in the upper right corner initial ad space.  **Initial File Size** = 50k  **Subload** – Up to 200k |
| **Expand Action** | A user-initiated tap on the expand button launches one of3 options:   1. Responsive full-page (*preferred*) 2. 320x480 that pins in portrait. 3. 320x320 max for landscape and portrait. This can include a 300x250.   All of these expand sizes require a close button in the upper right corner. |
| **Max Expand File Size** | 200k initial load. Up to 2mb total max file size with polite download. Larger file sizes must be downloaded on user click. File size is 10MB max for streaming video. |
| **Animation** | 30 seconds for base unit, unlimited in expand panel |
| **Creatives in Rotation** | One (1) per 3rd party tag |
| **Accepted Third Party Vendors** | The client must use one of the following certified vendor:Celtra, Flashtalking or Sizmek. If you are not currently working with these vendors, CBSi can partner with you to build and serve the creative. Please reach out to your salesperson for more information. |
| **EXPANDABLE SERVING GUIDELINES**  * CBS Interactive must approve all creative prior to launch. **Please allow 7 business days for testing.** * CBS Interactive prohibits creative substitution or modification, via the third-party vendor, to existing campaigns without prior approval. * If creative is changed through the third-party vendor without prior approval, campaigns will be immediately inactivated until creative complies with our specifications. * "Fourth-party" serving is not supported. | |

##### **SUBMISSION DEADLINES**

**GIF/JPG**

2 business days prior to launch date

**HTML5 Standard Animation**

5 business days prior to launch date

**HTML5 Rich Media**

Please send Javascript tags 7 business days prior to launch date

**Expandable**

Please send Javascript tags 7 business days prior to launch date

**\*NOTE:** If submitted creative does not conform to the specifications, it will not be placed online and may result in a delayed launch date.

|  |  |
| --- | --- |
| **Quick Links** | |
| Submit your creative to  Sales Representative | Please contact your CBS Interactive representative. |
| Questions about your creative? | Contact [AdSpecQuestions@cbsinteractive.com](mailto:AdSpecQuestions@cbsinteractive.com) |