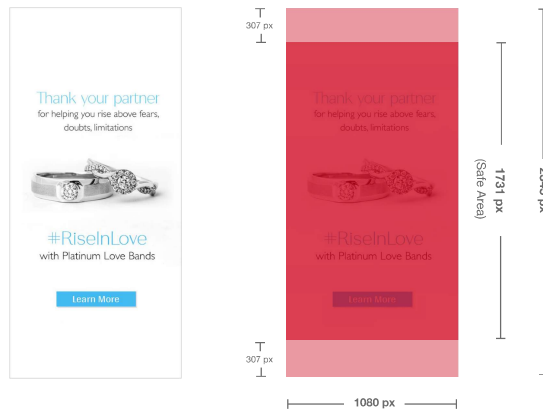
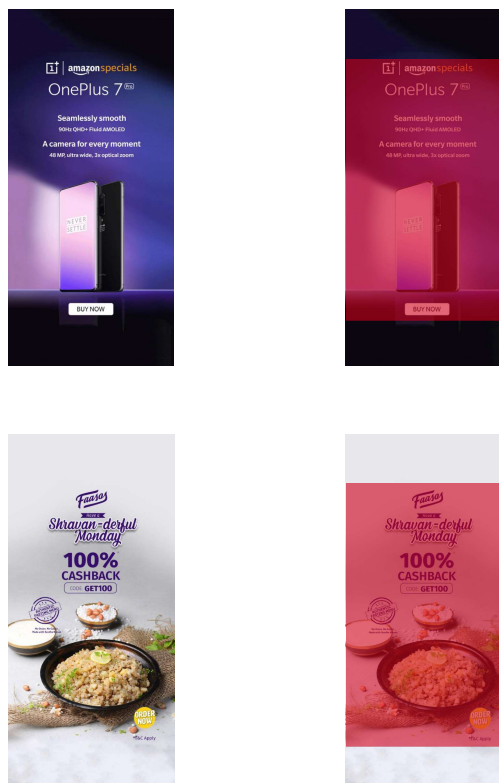


INTERSTITIAL ADS

1. The image dimensions / creative dimensions should be **1080px X 2345px (width x height)**.
2. In order to avoid trimming of ad content on tablets and mobile phones, keep the main subject of the ad within the **dark red area (within 1731 px)**, as shown in the below figure. Make sure that **padding of 307 px (Top and Bottom)** should have same background color and texture.
3. The creative could be of either formats - JPEG or GIF. The size should be under **200 KB in case of JPEGs, and under 300 KB in case of GIFs**. GIFs should be with continuous loops.
4. Make sure **not to add any close button (X button)** on the creative.
5. We can use either landing page or, impression tracker and click tracker on Interstitial banner. No TAG supported.



INTERSTITIAL ADS: EXAMPLES



inshorts native ad specs

1. The image dimensions/creative dimensions should be **1440px X 424px** (widthxheight).
2. In order to avoid trimming of ad content on different devices, **keep the main subject of the ad within the dark red area (within 304px)**, as shown in the below figure. Make sure that padding of 60px (Top and Bottom) should have same background color and texture.
3. The creative should be in JPEG/PNG format

Example



Preview



Google CEO Sundar Pichai to receive \$380 mn payout this week

Google CEO Sundar Pichai will receive a payout of about \$380 million later this week as the company's 353,939 restricted shares which he owns will vest. Pichai received the shares before his promotion to Senior Vice President of products in 2014. It'll be one of the largest single payouts to a public company executive in recent years, according to Bloomberg.

more at Bloomberg / Today

