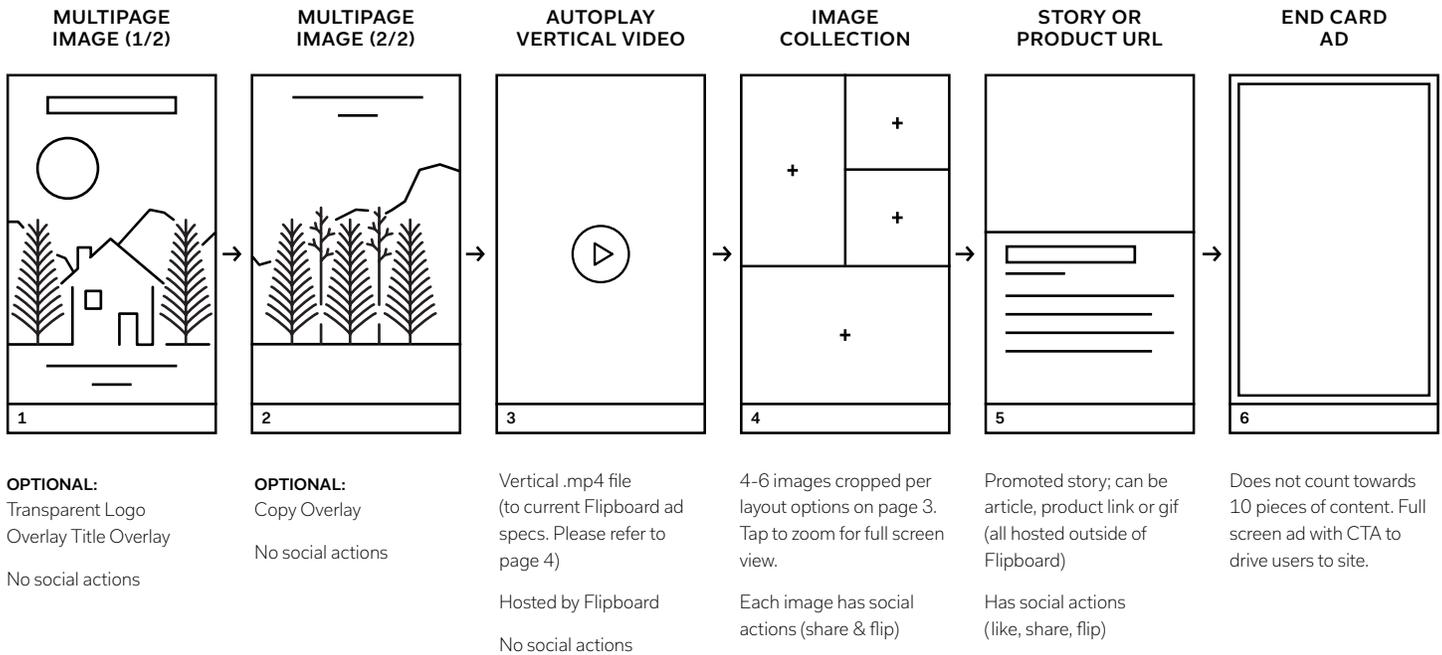


FLIPBOARD STORYBOARD™

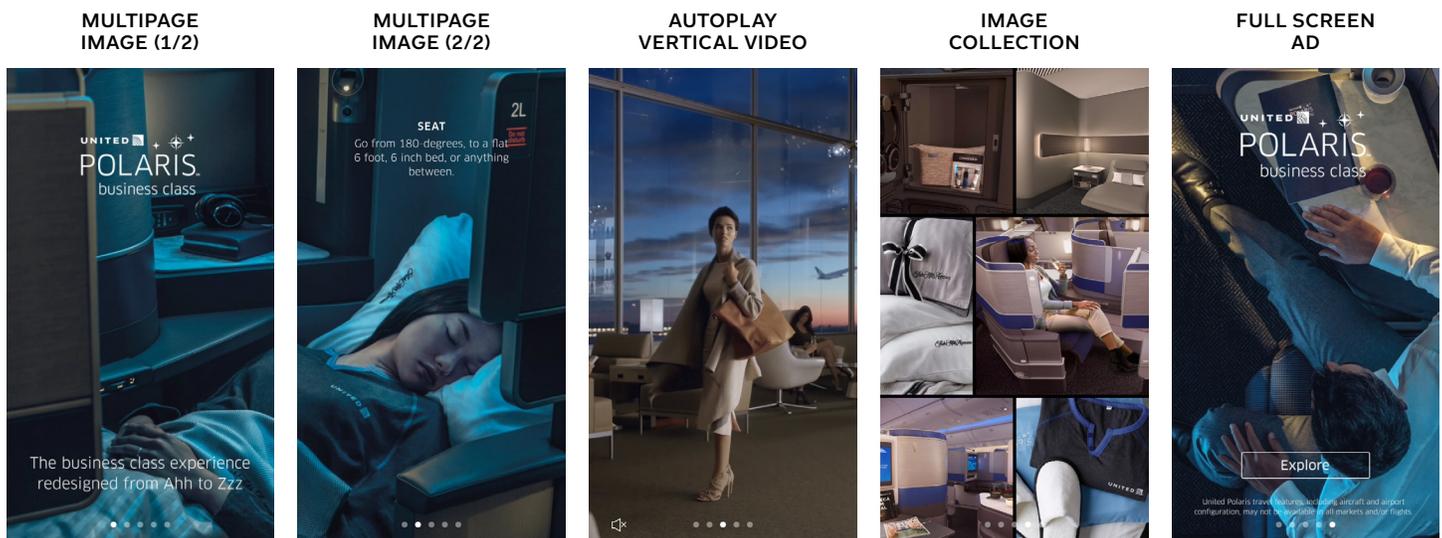
ABOUT

Storyboard is a content unit designed to enable brands to tell a story on a mobile device with their best assets. Elegantly stitching together a wide array of content—images, articles, social posts, animated GIFs, and of course video—brands can compose powerful and complete narratives that blend in with how we present content to our readers

RECOMMENDED LAYOUT WITH VERTICAL VIDEO



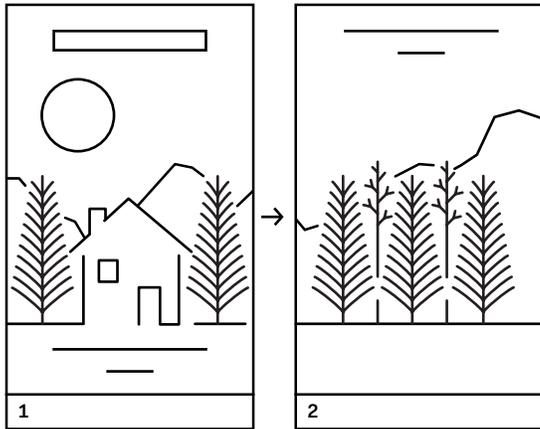
SAMPLE STORYBOARD



The full screen ad does not count towards the 10 max pieces of content

FLIPBOARD STORYBOARD™

TECHNICAL SPECIFICATIONS



Multipage Image

Recommended to provide a single 1:1 square image with at least 1000x1000 ppi *If including multiple Multipage Images, they cannot serve consecutively. They must be separated by a different item type.

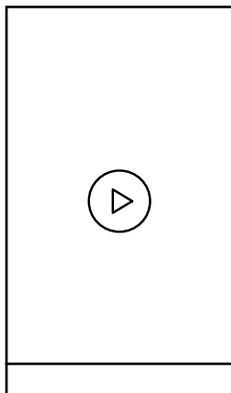
Multipage Image: Text Overlays

Title: 50 character recommended maximum; Excerpt: 150 character recommended maximum.

Multipage Image: Logo Overlay

Recommended logo overlay size: 882px x 132px (rectangular) or 125 x 125 (square)

Please provide a few varied color options; Flipboard will use what fits best with the multipage image.



Vertical Video

.mp4 video file to Flipboard Video specs (page 3). Should include still frame/opening frame in case the video does not play due to poor user connectivity. Recommended :15 video. Cannot be the first slide in a Storyboard unit.

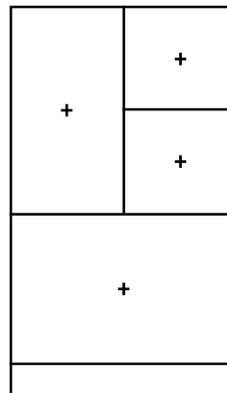
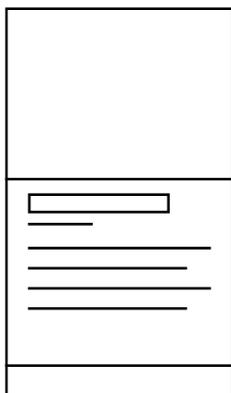


Image Collection

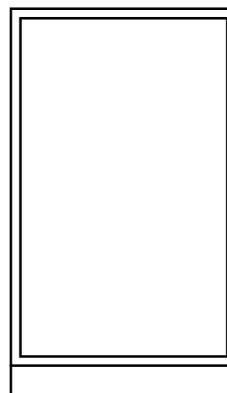
4-6 images may be provided for the image collection within storyboard.

*If including multiple Image Collections, they cannot serve consecutively. They must be separated by a different item type.



Story or Product URL

URL to Flipboard Promoted Story specs (flip.it/adspec)



Full Screen Ad

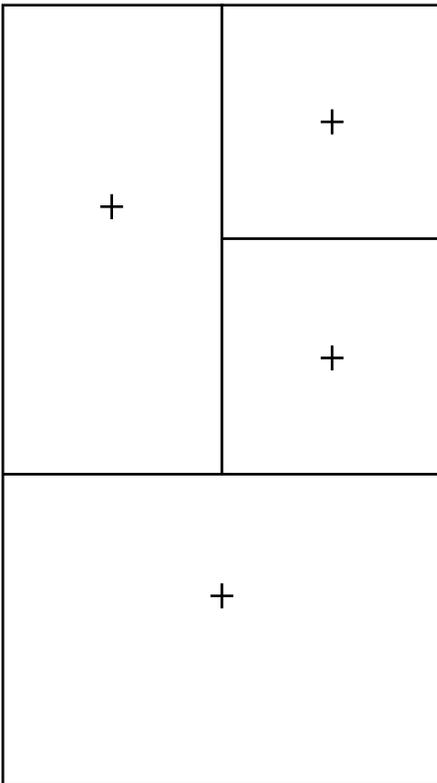
JPG only
250K max file size
Please adhere to safe zones
Minimum of 16pt font for headlines and body copy Minimum of 12 pt for fine print or legalese

(See full screen ad spec for details)

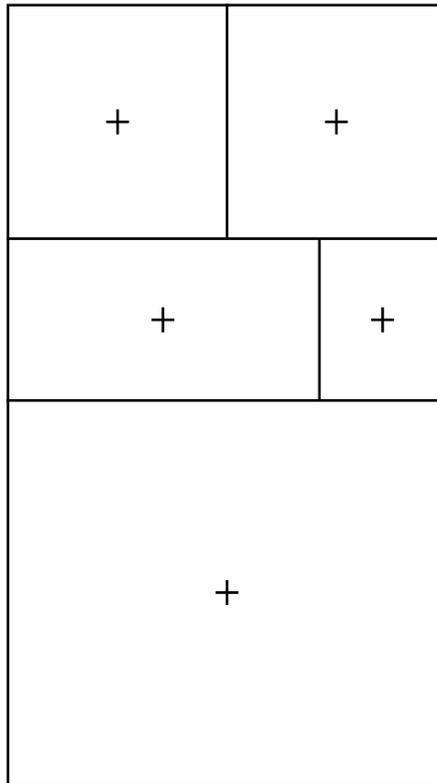
FLIPBOARD STORYBOARD™

IMAGE COLLECTION LAYOUT TEMPLATES

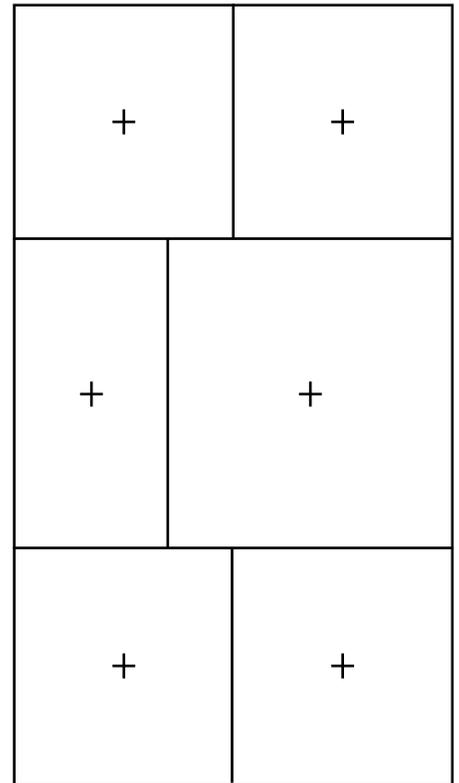
4 IMAGES



5 IMAGES



6 IMAGES



VERTICAL VIDEO SPECIFICATIONS

File Format:

.mp4

File Size:

250 MB max

Bitrate (minimums):

1080p: 8Mbps or 1440p: 10 Mbps

Frame Rate:

29.97 or 23.98 Constant frame rate only-

Video Dimensions:

9:16

1080p: 1080x1920

or 1440p: 1440x2560

Video Codec:

H.264

Progressive scan (no interlacing)

Audio:

AAC-LC

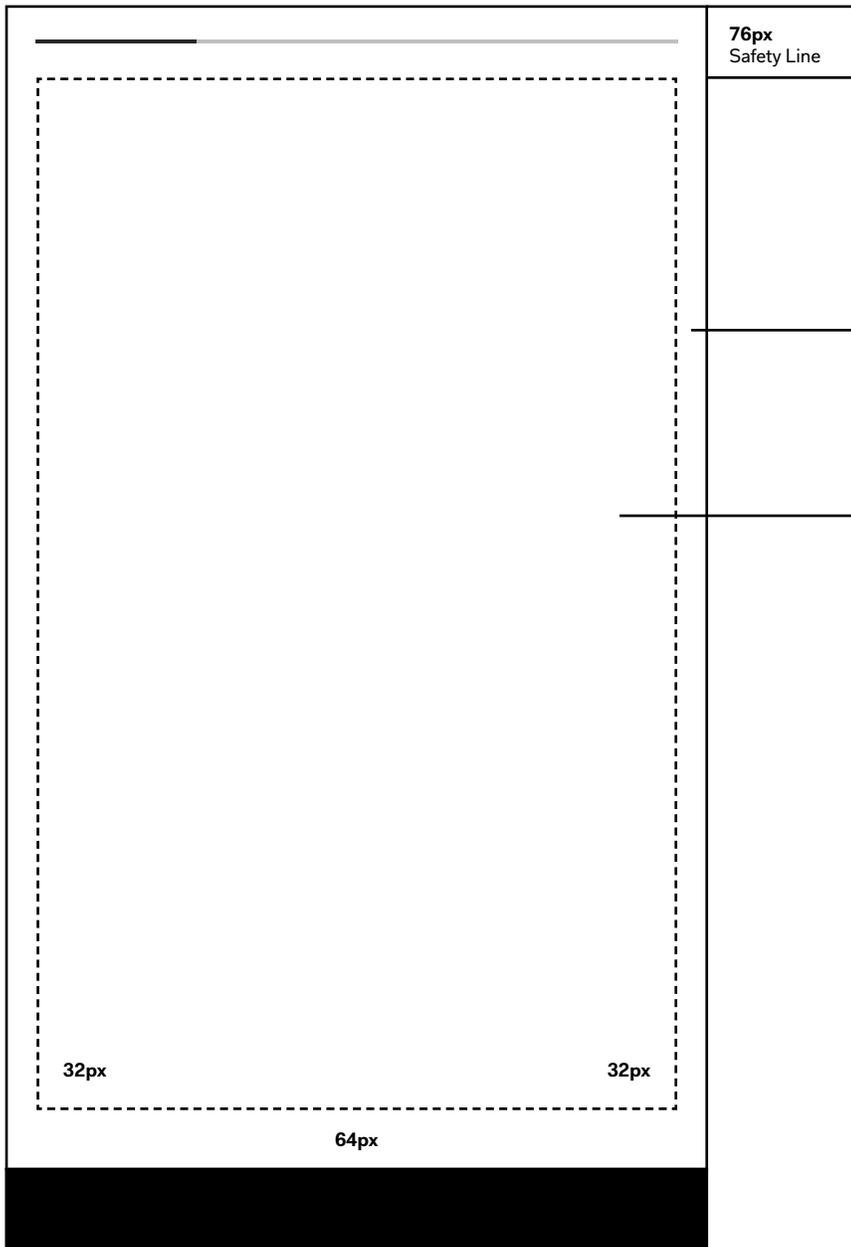
Channels: Stereo or Stereo + 5.1

Sample Rate 48 khz or 96 khz

Creative:

No black bars, letterboxing, or pillar boxing

FLIPBOARD STORYBOARD™



STORYBOARD PRODUCTION

Background Image

Background images should be prepared at 750x1246px, and exported as JPGs. Sensitive content should appear below the safety line—76px below the top of the image.

Overlays

Overlays are used on top of background images to ensure typography, logos, and any important content appears clearly on top of each frame.

Overlay artwork should be exported as a transparent png at the size of 686x1106px.

Gradients

Gradients are overlaid on top of the background image to allow for overlay purposes. These are visible in the template below. Please ensure any sensitive content in the background image

Template

A layered Photoshop file can be downloaded [here](#).