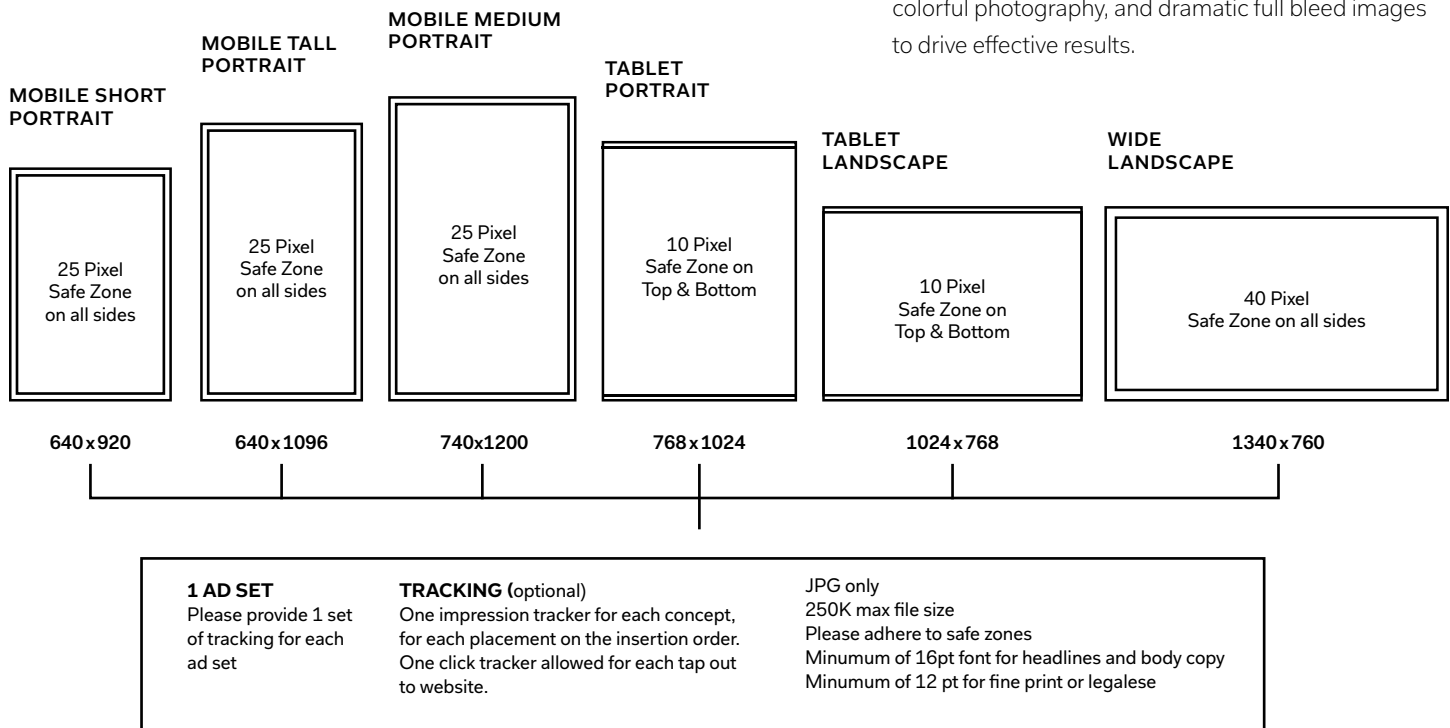


# FLIPBOARD FULL SCREEN AD

## ABOUT

**Think full bleed magazine—not banner ad.**

Flipboard Full Screen Ads use powerful imagery, bold, colorful photography, and dramatic full bleed images to drive effective results.



## SIZE REQUIREMENTS

Above are the sizes and components of 1 complete ad set. A Full Screen Ad on Flipboard is comprised of six ad sizes. We must have JPG assets for all six sizes in order to build a complete ad set. We cannot set up an ad as an incomplete set. Having a complete set allows us to dynamically serve that ad creative across all mobile and tablet device sizes. Please ensure to use CTA's that can serve across both iOS and Android devices.

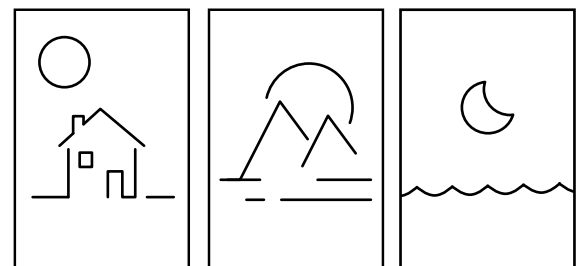
To download PSD ad set templates, visit:  
[flip.it/adspecs-fsbuildguide](http://flip.it/adspecs-fsbuildguide)

## OUR RECOMMENDATION

We recommend designing **2-5 visually unique sets** of ad creative for your campaign. Pictured here is a best in class example of three different complete sets of ad creative.

Please take advantage of full bleed, visually stunning imagery, limited copy, large fonts and a clear and simple tappable call to action area such as Shop Now, Explore, Learn More, etc... within a button or stylized zone to help encourage users to tap through.

## 2-5 VISUALLY UNIQUE SETS



**EACH UNIQUE SET SHOULD BE PROVIDED IN ALL SIX AD SIZES**



EXPLORE THE LEXUS MAGAZINE  
CRAFTED ON FLIPBOARD



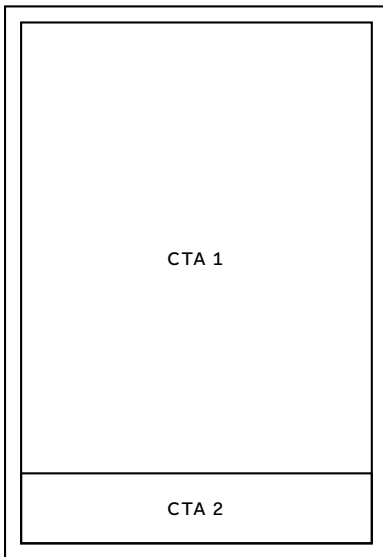
LEARN MORE

SHOP NOW

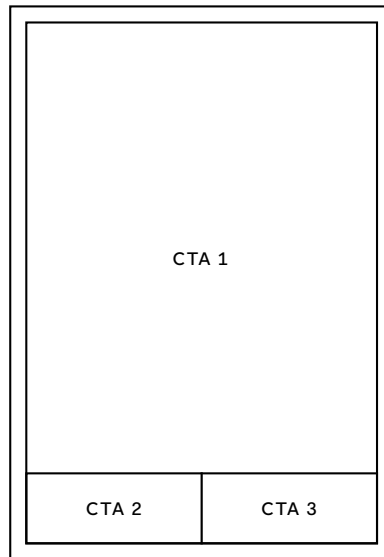


# FLIPBOARD FULL SCREEN AD

2 CTA'S  
PSD TEMPLATE INCLUDED



3 CTA'S  
PSD TEMPLATE INCLUDED

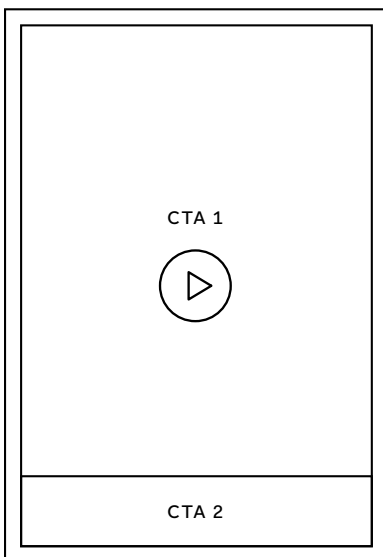


## MULTI LINK GUIDELINES

To enable Multi-Link ads, the ad unit will be sectioned into designated clickable areas. Examples of these are to the left.

\*Please note that CTA 1 typically receives 80% – 90% of total clicks on unit.

VIDEO AD WITH 2 CTA'S



## MULTI LINK GUIDE WITH VIDEO

To enable video with a click through link, the main clickable area (CTA 1) must click to play the video. The secondary (and tertiary) clickable area(s) can click to any other destination.

## VIDEO SPECIFICATIONS

### File Format:

.mp4

### File Size:

250 MB max

### Video Dimensions:

Landscape Option (provide one):

16:9

1080p: 1920x1080 or

1440p: 2560x1440

or

Vertical Option (provide one size):

9:16

1080p: 1080x1920

or 1440p: 1440x2560

### Bitrate (minimums):

1080p: 8Mbps or 1440p: 10 Mbps

### Frame Rate:

29.97 or 23.98 Constant frame rate only

### 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