FLIPBOARD STANDARD DISPLAY ADS

This is an article title.

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300x250

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CREATIVE ASSET
Comes directly from
third-party tag

300x600

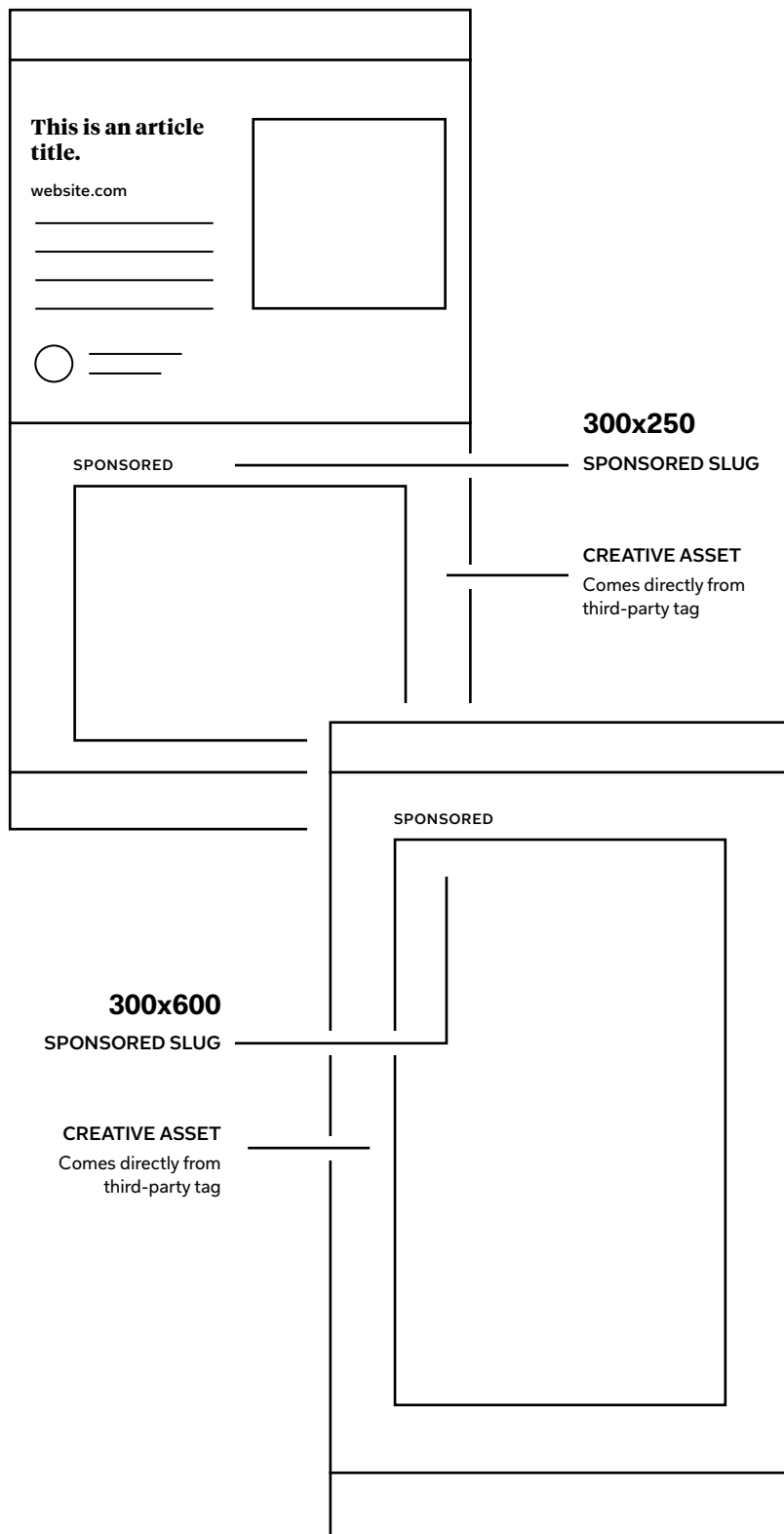SPONSORED SLUG

SPONSORED

CREATIVE ASSET
Comes directly from
third-party tag

ABOUT

Flipboard's Standard Display Ads—a powerful way to utilize standard display assets across our platform

UNIT DELIVERABLES

Required Assets:
Third-party MRAID tag adhering to the IAB spec for MRAID 2.0 (backward compatible with MRAID 1.0)

One (or more) MRAID tag(s) for each placement on the insertion order.

DISPLAY SPECIFICATIONS

File Format:
JPG, GIF, PNG, HTML5, JS, CSS

Ad Size:
300x250 or 300x600

Initial File Size:
50kb

Subsequent File Size:
Polite Load: 200kb
(user-initiated load only)

Backup JPG File Size:
50kb—Backup file recommended, and must be handled by the creative

*Please provide all tags 5 business days before launch

VIDEO SPECIFICATIONS

File Type:
HTML5 and JS — user-initiated, "click to play", video only or GIF animation. No inline auto-play.

User-Initiated Video Time Limit:
30 Seconds (max)

GIF Video Time Limit:
15 Seconds (max)

User-Initiated Max Bits Per Second:
2 mbps min

Audio Option:
No Inline Auto-Play (video is tap to play)

Audio Limits:
128 kbps min

Third party impression pixels from Flipboard certified vendors may be accepted. **Accepted vendors are**: Doubleclick, Flashtalking and Atlas. Additional vendors may be accepted upon testing and review.