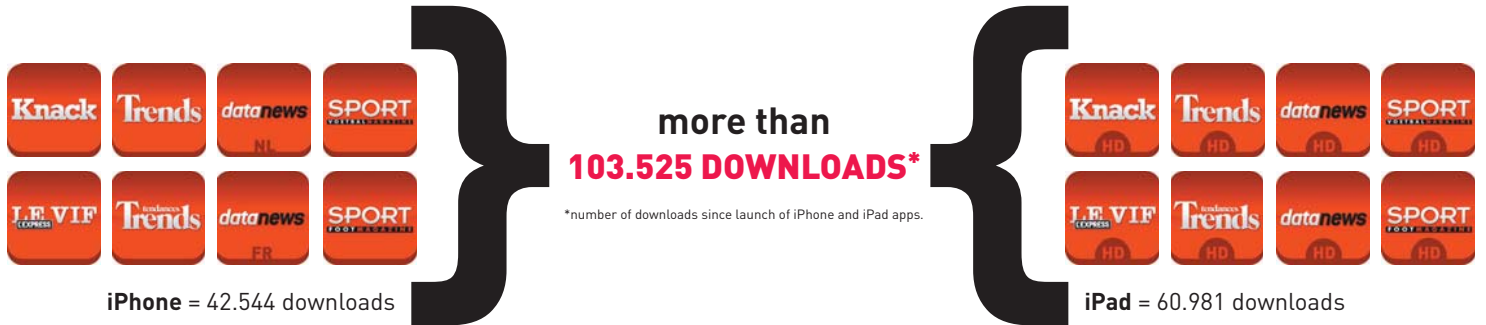


## ROULARTA MOBILE NEWS PACK / FOR IPHONE & IPAD



### CONCEPT

Two weeks of exclusive presence with 100% SOI:

- iPhone with splash & floor-ad
- iPad with vertical/horizontal splash
- Budget for two weeks of exclusive presence with 100% SOI = 2.500 EUR (+ VAT)

### TECHNICAL INFO

- iPhone formats:
  - 1) splash (max 5"):
    - size: 320 x 480 pixels
    - weight: max 50K
    - file type: jpeg, gif
  - 2) floor ad:
    - size: 320 x 50 pixels
    - weight: max 30K
    - file type: jpeg, gif, animated gif
    - animation: Max. 3 times the animation within max. 15 sec., then stop
- iPad formats:
  - 1) splash (max 5"):
    - size vertical splash (portrait): 768 x 1004 pixels
    - size horizontal splash (landscape): 1024 x 748 pixels
    - weight: max 80K
    - file type: jpeg, gif



iPhone, splash & floor ad



iPad, horizontal splash & vertical splash

### CONTACT

**Frédérique Roefs** Account manager online  
T +32 2 467 58 54  
[frederique.roefs@roularta.be](mailto:frederique.roefs@roularta.be)