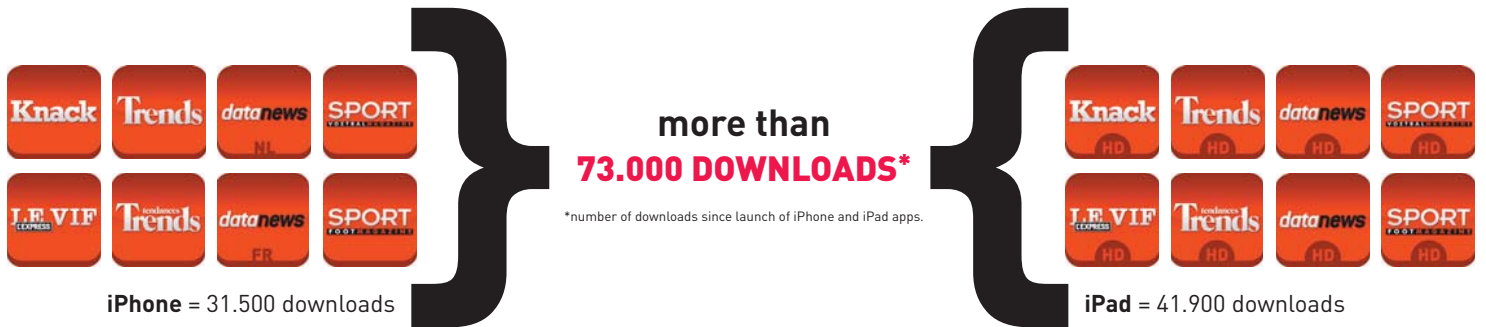


ROULARTA MOBILE NEWS PACK / FOR IPHONE & IPAD



CONCEPT

Two weeks of exclusive presence with 100% SOI:

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

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
 - 2) banner:
 - size vertical banner (portrait): 100 x 700 pixels
 - size horizontal banner (landscape): 768 x 100 pixels
 - weight: max 30K
 - file type: jpeg, gif, animated gif
 - animation: Max. 3 times the animation within max. 15 sec., then stop



iPhone, splash & floor ad



iPad, horizontal splash & vertical splash



iPad, vertical banner & horizontal banner

CONTACT

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