Mobile Advertising Guidelines

Version 5.0

Mobile Marketing Association

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1.0 Overview

The MMA's Mobile Advertising Guidelines provide recommendations for the global ad units generally used in mobile advertising across the following mobile media channels: mobile web, messaging, applications and mobile video and TV[1]. The Guidelines recommend ad unit usage best practices, creative technical specifications, as well as giving guidance on ad insertion and delivery. The guidelines are intended to promote the development of advertising on mobile phones by**:**

- Reducing the effort required to produce creative material,
- Ensuring that advertisements display effectively on the majority of mobile phones
- Ensuring that advertisements provide an engaging, non-intrusive consumer experience.

The MMA guidelines are the result of ongoing collaboration across the MMA Mobile Advertising Committee with representation from companies in Asia Pacific (APAC), Europe, Middle East and Africa (EMEA), Latin America (LATAM) and North America (NA). Committee members are representative of all parties in the mobile marketing ecosystem, including handset manufacturers, operators, content providers, agencies, brands and technology enablers.

The target audience for these guidelines is all companies and individuals involved in the commissioning, creation, distribution and hosting of mobile advertising. The MMA Mobile Advertising Guidelines are designed to establish a common and basic set of standards adopted by all these parties and by doing so both accelerate market development and ensure consumer acceptance.

In addition to the guidelines published below, the MMA also produces a Mobile Advertising Overview. This is a supplemental document that provides an overview of the mobile media channels that are available to advertisers today, as well as the benefits of, and considerations for, optimizing campaign effectiveness and strengthening consumer satisfaction. The Mobile Advertising Overview can be found on the MMA Website at http://www.mmaglobal.com/mobileadoverview.pdf

Universal Mobile Ads

The MMA's Mobile Advertising Guidelines are increasingly accepted as best practice across the industry worldwide. In order to make preferred MMA ad units easier to define, adopt and reference, a subset of advertising units have been defined as "universal" mobile ad units. These "universal" mobile ad units already enjoy broad support across the industry. The MMA has summarized those universal ad units in their "Universal Mobile Ad Package", which can be found on the MMA website at http://www.mmaglobal.com/umap.pdf.

Publishers who are compliant with the MMA Mobile Advertising Guidelines will accept advertisers who provide at least one of the ad units designated "universal" in this document, and will attest that these ad units have the ability to reach the majority of that publisher's audience. Publishers are, of course, also free to offer more ad units beyond universal units.

Advertisers can be sure that by producing creative material according to these universal ad units, they will be able to advertise through publishers who are compliant with the MMA Mobile Advertising Guidelines. Advertisers are not obliged to provide all ad units in every case. Also, advertisers are free to use ad units beyond those defined as universal.

[1] This document provides recommendations and specifications for the generic Mobile Advertising formats that are accepted widely across the industry. Proprietary systems and technologies that are used by singular providers such as iAd from Apple are not covered by this document.

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2.0 Mobile Web

This section provides recommendations for the most prevalent advertising units on the Mobile Web, graphical banner advertising and text links.

The Mobile Web features text and graphics optimized to match the specific screen resolutions and browser capabilities of each user's mobile phone. A smartphone with a high resolution screen is capable of handling larger, more visually rich ads than a legacy mobile phone with fewer resources, which can only be served light-weight ads designed for small screens with limited resolution.

In order to accommodate the wide range of mobile phone capabilities, it is recommended that advertisers produce and provide ad creative in a few of the pre-defined dimensions discussed in this section. By doing so, advertisers can ensure that the ad unit is matched to the mobile phone model's capabilities, and that it best fits the mobile phone's display. This approach helps ensure a good user experience and increases process and campaign effectiveness.

2.1 Mobile Web Advertising Unit Definitions

The recommended ad units for Mobile Web are as follows:

- **Mobile Web Banner Ad** is a universal color graphics ad unit displayed on a Mobile Web site. The universal Mobile Web Banner Ad is defined as a still image intended for use in mass-market campaigns where the goal is a good user experience across all mobile phone models, network technologies and data bandwidths. In some cases animated mobile web ad banners may be available for supplemental use in campaigns to convey a richer experience. All Mobile Web Banner Ads must be clickable by the end user and may be placed in any location on a Mobile Web site. A Mobile Web Banner Ad may be followed by a Text Tagline Ad to emphasize the clickable character of the ad unit.
- **Rich Media Mobile Ad (RMMA)** is a supplemental ad unit defined by the two-stage principle of *display* and *activation*. *Display* is the way an RMMA ad resides in a usual ad space of a host property (application or website) and calls for action in form of a banner or similar ad unit. Only when the user interacts with the displayed banner by clicking or swiping it, do the RMMA features become *activated*, showcasing their characteristic "rich" behavior. Respective guidelines are in advanced stages of development and expected to be added in future releases of this document. Draft RMMA Guidelines are available here: http://www.mmaglobal.com/rmma.pdf.
- **WAP 1.0 Banner Ad** is a supplemental black-and-white, still graphics ad unit for use in campaigns that target older mobile phones. A WAP 1.0 Banner Ad can be followed by a supplemental Text Tagline Ad to emphasize the clickable character of the ad unit.
- **Text Tagline Ad** is a supplemental ad unit displaying only text. Text links may be used below a Mobile Web Banner Ad to emphasize the clickable character of the ad unit. Text links may also be used in older mobile phones not capable of supporting graphical images and/or by publishers that prefer to use text ads instead of graphical ads on their mobile sites.

2.2 Mobile Web Banner Ad Specifications

The recommended specifications for Mobile Web ad units cover all important design & build components, i.e. aspect ratios, media formats, dimensions and file sizes. When providing inventory specifications, publishers should remember to specifically quantify the parameters they support for each component.

Table 1 provides a summary of Mobile Web Banner ad unit specifications and examples. Every publisher should support at least one of the universal Mobile Web Banners ad units specified in the table below.

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Table 1: MMA Mobile Web Ad Guidelines Mobile Web Banner Ad Units		
Name	**Technical Specifications**	**Sample Creative (approx. dimension)**
XX-Large Image Banner	• 320 x 50 pixels **Universal unit:** • GIF, PNG, JPEG for still image • < 10 KB file size **Supplemental unit:** • Animated GIF for animation • < 15 KB file size	
X-Large Image Banner	• 300 x 50 pixels **Universal unit:** • GIF, PNG, JPEG for still image • < 10 KB file size **Supplemental unit:** • Animated GIF for animation • < 15 KB file size	
X-Large High Image Banner	• 300 x 75 pixels **Universal unit:** • GIF, PNG, JPEG for still image • < 10 KB file size **Supplemental unit:** • Animated GIF for animation • <15 KB file size	
Large Image Banner	• 216 x 36 pixels **Universal unit:** • GIF, PNG, JPEG for still image • < 6 KB file size **Supplemental unit:** • Animated GIF for animation • < 9 KB file size	
Large High Image Banner	• 216 x 54 pixels **Universal unit:** • GIF, PNG, JPEG for still image • < 6 KB file size **Supplemental unit:** • Animated GIF for animation • < 9 KB file size	
Medium Image Banner	• 168 x 28 pixels **Universal unit:** • GIF, PNG, JPEG for still image • < 4 KB file size **Supplemental unit:** • Animated GIF for animation • < 6 KB file size	

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Medium High Image Banner	• 168 x 42 pixels **Universal unit:** • GIF, PNG, JPEG for still image • < 4 KB file size **Supplemental unit:** • Animated GIF for animation • < 6 KB file size	
Small Image Banner	• 120 x 20 pixels **Universal unit:** • GIF, PNG, JPEG for still image • < 2 KB file size **Supplemental unit:** • Animated GIF for animation • < 3 KB file size	
Small High Image Banner	• 120 x 30 pixels **Universal unit:** • GIF, PNG, JPEG for still image • < 2 KB file size **Supplemental unit:** • Animated GIF for animation • < 3 KB file size	
Text Tagline (optional)	• Up to 24 characters for X-Large • Up to 18 characters for Large • Up to 12 characters for Medium • Up to 10 characters for Small • Not used for XX-Large	Show Times Click Here

Specification Components

2.2.1 Dimensions See Table1. Establishing guidelines for Mobile Ad unit dimensions has several benefits:

- Limiting the amount of distinct dimensions reduces the amount of time and resources spent on creative production.
- The Dimensions selected have been carefully chosen to provide a good fit for the majority of mobile phones.

2.2.2 Media Formats The recommended formats for Mobile Web Banner Ads are:

- GIF, PNG or JPEG as universal formats for still images.
- GIF for animated images.

2.2.3 File Size The maximum graphic file size is dependent on the size of banner chosen. Table 1 provides the maximum file size recommendations across all of the banner ad units sizes.

Character Limits for Text Taglines Character limits (rather than file size limits) are applicable for Text Taglines appended to Mobile Web Banner Ads. Screen width has no effect on text tagline sizes, which Table 1 summarizes.

WAP 1.0 Banner Ad Specifications Appendix 1 provides a summarization of WAP 1.0 ad specifications. This ad unit is still in use in some markets, however, its importance, overall, is decreasing.

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2.3 Mobile Web Advertising Content - Creative Design Principles

In addition to the MMA Mobile Advertising Guidelines, other established guidelines for Mobile Web content delivery should apply to Mobile Web sites containing image banners, as well as to Mobile Web sites that users reach via links in image banners (post-click), such as jump pages, campaign sites and self-contained, permanent third-party Mobile Web sites.

More detailed design principles and style guides for Mobile Web sites can be found in the W3C Mobile Web Best Practices at http://www.w3.org/TR/mobile-bp. The MMA Mobile Advertising Committees also recommends that Mobile Web sites conform to W3C mobileOK Basic 1.0 Guidelines, which are available at http://www.w3.org/TR/mobileOK-basic10-tests.

The MMA recommends that advertisements contain some form of call-to-action clearly identifiable by the user (e.g., "find out more" icon button). This is not only sensible from a user experience perspective but also greatly increases the clickthrough rate.

Text Taglines

Text taglines are a supplemental feature that should be added to most Mobile Web Banner Ads where possible.

Purpose:

- Some consumers are unfamiliar with Mobile Web Banner Ads and may not realize that these can be navigated to and clicked on. A Mobile Web Banner Ad with a text tagline may generate higher click rates.
- Some older browsers cannot navigate graphical elements at all. In those cases, a text tagline is required to make the Mobile Web Banner Ad clickable.

Note:

- Mobile Web Banner Ads with text taglines will use more real estate (space in the usable browser window), typically at the expense of other Web elements, such as navigation and content.

2.4 Mobile Web Advertising Insertion and Delivery

The following recommendations are for Mobile Web advertising insertion and delivery, as appropriate to the technology.

2.4.1 Ad Indicators

Some publishers and markets recommend or require the use of ad indicators (signifiers) when displaying an ad unit. The publisher or local market guidelines define the exact format and placement of the ad indicator. Indicators are used with both text and banner ads:

- A Text link ad indicator is defined as text used to indicate the text link is an ad. An example is the use of "Ad:" preceding the ad text link.
- A Banner ad indicator is defined as a portion of the Mobile Web Banner Ad used to display the ad indicator and indicate the Mobile Web Banner Ad is an ad unit rather than content. The indicator typically is located on the side or the corner of the ad unit and may use text (e.g., "AD" in English speaking markets or "Anzeige" or "-w-" in Germany) or an icon.

The Mobile Web Banner ad unit specifications in Section 2.1 are inclusive of the ad indicator. When choosing to use an ad indicator, the MMA recommends that the ad indicator be included within the creative build.

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2.4.2 Functionality

Automatic resizing of Mobile Web banners

Some publishers and ad-serving solutions provide a capability to re-size the ad creative dynamically to match the mobile phone's screen dimensions and capabilities.

In cases where the publisher or ad-serving solution requires only one banner image, the MMA recommends using the X-Large Mobile Web Banner ad unit specifications as the default re-sizeable banner. It's important that the creative takes into account both the impact of image re-sizing (i.e. certain amount of degradation of image quality) and that the automatic resizing may not work well with animated banners.

Animated banner images

When using animated Mobile Web Banner Ads, please note:

- Mobile phones that don't support image animation tend to render only the first image frame. For this reason, the MMA recommends that the first image frame should contain the entire advertising message, instead of leaving important information for subsequent frames.
- To date, automatic resizing of animated images does not always deliver ideal results. Therefore, the MMA does not recommend applying automatic resizing with animated image banners. The MMA is studying this issue in order to find a workable recommendation.
- There are several possible animation formats, including animated GIF, SVG, Flash, Silverlight and interlaced JPEG. Animated GIF currently is the most widely supported on mobile phones. The MMA is studying options for improvements that will be incorporated into future guidelines.

3.0 Text Messaging (SMS)

Short Message Service (SMS) is a communications service that allows the exchange of short text messages, limited to160 characters, between mobile phones. It is also referred to as "text messaging" or "texting." SMS messages can be sent and received between virtually all operator networks. Virtually every mobile phone in the world supports SMS, creating a ubiquitous market for SMS-based advertising campaigns. SMS supports messages sent from one user to another, as well as messages sent from a machine, such as a PC, application or server, to a user.

3.1 SMS Advertising Unit Definitions

The recommended ad units for SMS are as follows:

- **Initial SMS Ad (Appended)** is a universal text ad unit of variable length (often between 20-60 characters) appended to the content (or body) portion of the message containing the primary, non-advertising content of the message. This ad unit uses the remaining space after the content portion of the message, and can be made available for advertiser usage by the publisher. As a principle, focus should remain on the content portion which should not be compromised by the ad unit.
- **Complete SMS Ad (Full Message)** is a universal text ad unit with up to 160 characters available for advertiser usage. There is no primary, non-advertising content in the message and this ad unit is typically delivered as a reply to an Initial SMS Ad or "Text (keyword) to (short code)" call-to-action. These ads may be delivered as part of an ongoing opt-in mobile advertising campaign.

3.2 Initial SMS Ad Specifications

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Specification Components

3.2.1 Format SMS is a text-only medium. It does not support any rich media; however some mobile phones with click-to-call or click-to-web capability will display colored links and underlining of URLs and phone numbers. The font size is entirely controlled by the mobile phone and is not under the control of advertiser or publisher. Therefore the message renders differently on different mobile phones.

3.2.2 Length The length of the ad is subject to the space available after the content. Consult your publisher for the maximum allowable length. Current best practice is for ads to be no shorter than 20 and no longer than 90 characters in length. Advertisers should be aware that by using shorter copy they increase the likelihood of availability of publisher inventory.

When using double-byte characters (otherwise known as 16-bit) to send an SMS, the limit is 70 characters. 16-bit characters are associated with sending a Unicode text message, which is required to convey some of the special characters used in non-Latin alphabets, such as Chinese, Japanese or Korean.

3.2.3 Location The ad copy will be inserted only at the end of the content portion of the SMS. In cases where the sender uses a personal SMS signature, the ad should be inserted after the signature.

3.3 Complete SMS Ad (Full Message) Specifications

Specification Components

3.3.1 Format SMS is a text-only medium. It does not support any rich media; however some mobile phones with click-to-call or click-to-web capability will display colored links and underlining of URLs and phone numbers. The font size is entirely controlled by the mobile phone and is not under control of the advertiser or publisher. Therefore the message renders differently on different mobile phones.

3.3.2 Length A length of up to 160 Latin characters

3.3.3 Location The SMS message is entirely devoted to the advertisement.

3.4 SMS Advertising Insertion and Delivery

3.4.1 SMS Ad Indicators

The publisher or advertising insertion partner is responsible for including an ad indicator in Initial (Appended) SMS Ads. There should be a clear separation between the text message content and the ad. A carriage return or line break is recommended, however not all carriers support line breaks, so an ad indicator should also precede the ad copy. Acceptable ad indicators are:

- "*" (single asterisk)
- "**" (double-asterisk)
- "AD:" (or similar local language abbreviation)
- "-" (dash)

Note that a carriage return may count as two characters.

3.4.2 SMS Ad Functionality

Delivery

- Delivery of SMS Ad messages should be consistent with the MMA Global Code of Conduct. In the U.S., SMS Ad messages should also follow the MMA Consumer Best Practice Guidelines: http://www.mmaglobal.com/bestpractices.pdf

Response (return SMS)

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- If a user requests additional information be delivered to them via SMS, advertisers should respond to that request within 12 hours or the request (opt-in) for that particular message will be deemed expired.
- Responses to user requests may be delivered by an alternate common short code or phone number, but the relationship to the original request should be clearly identifiable by the user. (For more information about short codes, see the MMA *Common Short Code Primer*, available at http://www.mmaglobal.com/shortcodeprimer.pdf)

Click-to-call

- Phone numbers should be local or domestic to the country that the ads are targeting.
- Phone numbers should be functional. Ensure that the numbers are in service before the campaign launches.
- Premium destination numbers that would result in a charge that exceeds standard rates to the end user should not be used unless the terms are fully disclosed in the ad.
- Emergency numbers (e.g., 911 in the United States and Canada, or 112 in parts of Europe), or any unrelated service numbers, are not allowed in SMS ad units.

Link to Mobile Web site

- The advertiser landing page should be viewable in Mobile Web browsers.
- The content of the advertiser landing page should be related to the advertisement.
- The advertiser landing page should be working properly.
- Please see Section 2.3 of this document for best practice around mobile web advertising content.

3.5 Creative Design Principles

The primary design goal should be that the SMS Advertising unit is clearly identifiable as an advertisement and is easily understood by the receiver of the message. The following design principles are suggestions towards achieving the goal of understandability and transparency.

3.5.1 General Design Principles for SMS Ads

- Use abbreviations and “text speak” (e.g., LOL) with caution and avoid grammatical errors or misunderstandings.
- Use punctuation when required for clarity or emphasis.
- Note that a carriage return may count as two characters.
- Conduct testing to ensure that the publishing network recognizes, and mobile phones properly render, any non-Latin or accented letters prior to use.
- Note that URLs contained in the text may allow click through to Mobile Web pages, depending on handset capability, and may appear underlined or in color.

3.5.2 Design Principles for Initial SMS (Appended) Ads

- If a URL is included in an appended ad, the URL should be as short as possible. A URL under 20-characters is recommended.
- To optimize the potential for frequency of delivery, the advertiser should develop several versions of ads of varying character lengths, thus maximizing the advertisements’ availability for insertion alongside non-advertising content of varying lengths For example, “Nike” or “Just do it - Nike.”

3.5.3 Design Principles for Complete SMS (Full Message) Ads

- The Complete SMS Ad unit can be used for any type of promotional message or call to action.
- The advertiser should be clearly identified in the ad copy.

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- Creative may contain a URL. Use of short URLs is recommended to use reduce character count and maximize clarity and use of advertising space.
- The title or header of the message should reflect the consumer query or subscription that resulted in delivery of the full ad message copy. For example, if the consumer replied “HOME” to get more info on real estate, the resulting ad should have “HOME” in the first line. This is to avoid user confusion over the source of the ad.

4.0 Multimedia Messaging (MMS)

Multimedia Messaging Service (MMS) is a rich media messaging service that allows mobile users to send and receive messages/media that can include graphics, photos, audio, video and text. Unlike the Mobile Web, this media resides on the user’s mobile phone, so a data connection isn’t required to access the ad content once the message has been received. MMS is not yet universally supported by all operator networks and all mobile phones; however the advertising opportunity using MMS is significant.

These guidelines seek to ensure a clear distinction of MMS Advertising units from content to avoid the perception of MMS Advertising as unsolicited communication and to ensure maximum ad campaign effectiveness.

The MMS guidelines consist of a set of ad unit dimensions, file formats and maximum file sizes, as well as additional considerations for advertisers and publishers.

4.1 MMS Advertising Unit Definitions

The recommended ad units for MMS are as follows:

- **MMS Short Text Ad** is a supplementary text ad unit appended to the content (or body) portion of an MMS slide containing the primary, non-advertising content of the MMS slide. A MMS Short Text Ad can contain links that are clickable by the end user. As a principle, focus should remain on the content portion of the MMS slide which should not be compromised by the ad unit.
- **MMS Long Text Ad** is a supplementary text ad unit filling all of an MMS slide, whereby the text can contain a link that is clickable by the end user.
- **MMS Banner Ad** is a supplementary color graphics ad unit displayed at the top or bottom of an MMS slide. The supplementary MMS Banner Ad is defined as a still image intended for use in mass-market campaigns where the goal is a good user experience across all mobile phone models, network technologies and data bandwidths. However, in some cases, particularly in Europe, supplementary animated MMS Banner Ads are available for use in campaigns where it is imperative to convey a richer experience. An MMS Banner Ad can be clickable by the end user, in which case a separate text link can be considered. The MMS Banner Ad unit specification is similar to the Mobile Web Banner Ad specification in terms of dimension.
- **MMS Rectangle Ad** is a universal color graphics file plus optional text ad unit filling all of an MMS slide. The universal MMS Rectangle Ad is defined as a still image intended for use in mass-market campaigns where the goal is a good user experience across all mobile phone models, network technologies and data bandwidths. However, in some cases, particularly in Europe, supplemental animated MMS Rectangle Ads are available for use in campaigns where it is imperative to convey a richer experience. An MMS Rectangle Ad can be clickable by the end user, in which case a separate text link below the graphics is recommended. An MMS Rectangle Ad can be placed before the original content (pre-roll), within (mid-roll) or after (post-roll) of the MMS, on a separate slide. Mixing an MMS Rectangle Ad with other content (except audio) on one slide is not recommended.
- **MMS Audio Ad** is a supplementary audio clip that is played while an MMS Rectangle Ad or an MMS Full Ad is displayed.

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- **MMS Video Ad** is a supplementary video ad unit which is usually delivered as part of a MMS Full Ad.
- **MMS Full Ad** is a supplementary ad unit which only contains advertising content. The MMS Full Ad is a complete MMS composed of elements of MMS Short Text Ads, MMS Long Text Ads, MMS Banner Ads, MMS Rectangle Ads, MMS Audio Ads and MMS Video Ads and distributed over one or multiple slides. There is no primary, non-advertising content in the MMS Full Ad and this ad unit is typically delivered in response to an ad request or based on some form of valid consent (opt-in) provided by the recipient.

4.2 MMS Advertising Unit Specifications

Specification Components

The following ad unit specifications provide the framework for producing MMS ad creative material suitable across a broad range of mobile phones and which offers a compelling and engaging user experience.

4.2.1 Media Formats for MMS ad units are as follows:

- JPG or GIF as universal formats for still images.
- GIF for animated images.
- AMR-NB (on GSM networks) and QCELP (on CDMA networks) are prevailing audio formats.
- AAC+, AAC, MP3, WAV (PCM encoded) are increasingly available on mobile phones.
- 3GP and 3G2 are the prevailing video formats. Recommended audio quality: @ 16bit 44 KHz Stereo; Recommended video quality: QVGA @250kbps, 20-30 frames per second.

4.2.2 Dimensions

For all graphical MMS Ad elements, widths & heights are recommended as defined for the Mobile Web Banner Ad units in Section 2.2, i.e.

- XX-Large MMS Image (width 320 pixels)
- X-Large MMS Image (width 300 pixels)
- Large MMS Image (width 216 pixels)
- Medium MMS Image (width 168 pixels)
- Small MMS Image (width 120 pixels)

The **Large MMS Image width (216 pixels) is the universal dimension recommended** for use in MMS Ad campaigns where only one dimension is used. This width has proven to produce satisfactory user experience across modern mobile phones in mature mobile markets, such as found in the USA or Europe.

For all MMS Video Ad elements, the following are the most common examples of frequently used dimensions:

- Large MMS Video (320 x 240 pixels)
- Medium MMS Video (176 x 144 pixels)
- Small MMS Video (128 x 96 pixels)

4.2.3 File Size

The maximum MMS message file size available for advertisements depends on the following factors:

- Mobile phones are currently capable of receiving MMS messages between a maximum of 100 KB to 600 KB sizes[2].

[2] The number of mobile phones supporting less than 300 KB maximum MMS size is decreasing.

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- Mobile network configurations apply irrespective of the mobile phone capability. Currently most networks support a maximum of 300 KB. However, some networks have already increased this limit to 600 KB.

In order to reach a broad audience, the MMA recommends that the complete MMS file size does not currently exceed 300 KB. Maximum MMS file size and maximum ad file sizes are inclusive of all applicable elements (e.g., graphics, text and audio[3]).

- For ads inserted to other content, the MMS ad file size should not exceed 100 KB. This limit allows 200 KB or more for the original content. This file size allows for good quality MMS Rectangle Ad images, even for many animated images.
- For the MMS Full Ad unit, a maximum file size of 300 KB is recommended.

4.3 MMS Advertising Creative Design Principles

4.3.1 Sender identification

The sender of the MMS Full Ad message should be clearly identifiable by the message recipient. The "from" and "subject" field as well as the first message slide should reflect the consumer request or opt-in context that resulted in delivery of the full ad. The message subject field alone is not sufficient for carrying this information because it is not shown on many mobile phones.[4]

For example, if the consumer has opted in to receiving advertisements from brand XYZ, the full ad messages delivered should have "XYZ" not only in the "from" and "subject" field but also in the first element (text or graphic) of the first slide. Local market guidelines or regulation may also be in place requesting sender identification placement.

4.3.2 Ad Indicators

Advertisers should consult their publisher and local markets to determine requirements for ad indicators. Indicators could be used with both text and graphical ads:

- Text ad indicators, where text is used to indicate the text is an ad. An example is the use of "Ad:" preceding the ad text. See also Section 3.4.1 on SMS ad indicators for more guidance.
- Graphical ad indicators, where a part of the creative is used to display the ad indicator and thus make it clear that the graphic is an ad rather than content. The indicator typically is located on the side or the corner of the creative and may use text (e.g., "AD" in English speaking markets or "Anzeige" or "-w-" in Germany) or an icon to indicate that the image is an ad.

The ad indicator is part of the graphical and text ad elements as per the technical specifications in Section 4.2. The MMA recommends that when advertisers choose to use an ad indicator, it should be included with the creative material. Conventions for ad indicators vary by market and publisher.

4.3.3. Illustrations

The following example seeks to illustrate a possible pre-roll design.

[3] In case of using SMIL, about 1 KB of formatting information should be considered part of the MMS size.

[4] Please reference the MMA Global Code of Conduct: http://www.mmaglobal.com/codeofconduct.pdf

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Example 1: MMS Pre Roll

Key elements are:

← Announce the service

← Clearly distinguish publisher brand from advertisement

← Inform customer that the content message will display on the following slide(s)

4.4 MMS Advertising Insertion and Delivery

4.4.1 Impact of Transcoding and Rendering of media on mobile phones

MMS Message delivery includes two steps, transcoding and rendering; both which potentially impact the quality of the message, its formats, and the resolution of media elements.

Many mobile operators support transcoding, also known as media adaptation. Transcoding, which automatically adapts content during message delivery, is done according to the receiving mobile phone capabilities (e.g. screen resolution, maximum message file size, supported media formats) to avoid negative user experience. While transcoding ensures that advertisements (along with possible other content) are consistently presented on all mobile phones, it can have a negative impact on the audio and visual elements if applied extensively. The ad unit specifications as defined in chapter 4.1 seek to reduce the need for transcoding, and retain the quality of the ad creative.

Transcoding and rendering have advantages that are relevant for the purpose of MMS advertising:

- To provide a good experience for users on almost all MMS-capable mobile phones.
- To allow creative material to be provided in one version only.

However, some caution is recommended:

- Image creative should be chosen that properly resizes down to lower resolutions. For example, tiny text and graphical details should be avoided.
- Extensive media adaptation (from very large graphics down to very small ones) may render some creative material a poor quality when shown on low-resolution mobile phone screens. This can happen to graphics containing text, details, thin lines or color palettes with texture.
- Creative producers are recommended to contact MMS service providers and/or network operators for more details. In case transcoding is not available on a network, only the standard audio formats (AMR-NB on GSM networks and QCELP on CDMA networks) are recommended in MMS advertising[5] [6].

[5] For GSM networks: http://www.openmobilealliance.org/Technical/release_program/docs/MMS/V1_3-20080128-C/OMA-TS-MMS-CONF-V1_3-20080128-C.pdf

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The process of MMS delivery can influence the content of MMS, therefore; testing the impact of resizing on quality and legibility of the creative material is recommended. The MMA further recommends that MMS ad delivery be tested on real phones prior to any campaign execution.

4.4.2 Synchronized Multimedia Integration Language (SMIL)

For MMS messages, SMIL defines the order of images and text on a slide, the time a slide is displayed, and other parameters. Media creators should consider the following SMIL parameters:

- **Region** – defines the order of text and graphics on MMS slides. It determines whether all slides of an MMS will start with graphics followed by text or vice versa. Without this parameter it is up to the MMS client to set the order of image and text on one slide, which may lead to an unfavorable display representation.
- **Height** – determines the percentage of display space reserved for text and graphics respectively; this enables forcing the display of text below a picture in the visible area of the mobile phone display.
- **Duration (dur)** – controls the duration of display for each individual slide of the MMS. This parameter is of importance to synchronize the duration of slide display and length of audio play measured in seconds. If not properly set, the slide show may progress to the next slide before the audio (or video) has finished playing.

4.4.3 Other Considerations

International Roaming

Inserting ads into MMS messages sent to users who are roaming abroad can generate additional user costs because mobile network operators typically charge roaming fees for MMS data usage. The industry is still developing best practices for this situation. Some MMS service providers/operators provide the ability to block ad injection and sending of ad MMS messages to roaming users, thus ensuring a good customer experience. If possible, this option should be used.

Response timing (return MMS)

If a user requests advertising information to be delivered to him via MMS, this request should be respond to within 12 hours or the request (opt-in) for that particular message will be deemed expired.

MMS Video Ads

Advertisers should consider the following when developing MMS Video Ads:

- Avoid using fast-moving videos
- Avoid rapid scene changes (many scene changes in a short period)
- Avoid using small letters for advertising messages

For further considerations, please refer to the Mobile Video and TV Advertising Creative Design Principles in Section 5.2.

5.0 Mobile Video and TV

This section provides recommendations for the most prevalent advertising units used in Mobile Video and TV.

5.1 Mobile Video and TV Advertising Unit Definitions

The recommended ad units for Mobile Video and TV are described as follows:

[6] The MMA recommends to extend the capabilities of MMS audio composition tools to include the mandatory formats as defined in the standards

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Ad Breaks are video or still/animated image advertisements rendered before, during or after streamed or downloaded Mobile Video and TV content.

Linear Ad Breaks take over the full mobile display screen and replace the streamed or downloaded video content for a given period of time. Ad unit formats include:

- **Billboard Ad –** a static image or brand logo typically displayed full screen before or after the video content
- **Bumper Ad –** a short video advertisement or sponsorship indent typically shown before or after the video content
- **Pre-Roll Ad –** a video advertisement shown prior to the video content
- **Mid-Roll Ad –** a video advertisement appearing as a break during the video content
- **Post-Roll Ad –** a video advertisement shown after the video content has ended
- **Book Ending Ad –** a Pre-roll video advertisement with a corresponding bumper ad from the same ad campaign appearing at the end of the video content

Non-Linear Ad Breaks share the mobile display with the streamed or downloaded video content for a given period of time. Ad unit formats include:

- **Overlay Ads** are still/animated image advertisements that appear over the top of video content during playback. These ads can be semi-transparent or opaque and can be shown for the full or partial duration of the video content (appear/disappear effect). Variations include horizontal or vertical promotion banners, sponsorship skins (picture frames) and ad bugs.
- **Companion Ads** are still/animated image advertisements that appear adjacent to video content during playback. Variations include drop-down horizontal banners or L-shaped banners that surround a resized video (shrink and surround).

Interactive Mobile Video and TV Ads are advertisements that allow for user interaction including clicking, browsing, zooming. Guidelines for these types of Mobile TV and Video advertisements are still being researched by the MMA but may include click-to-web, click-to-call, click-to-SMS, click-to-video, click-to-download, click-to-locate, click-to-ad etc.

5.2 Mobile Video and TV Ad Break Specifications

5.2.1 Aspect Ratios

Although most handset display screens have a portrait format, Mobile Video and TV content is typically created and rendered in a landscape format. Recommended landscape aspect ratios for Mobile Video and TV content are 4:3, 16:9 and 11:9.

5.2.2 Ad Placement and Length

Shorter ad break durations of up to 20 seconds are recommended for short form video content of 3 to 5 minutes in length. Longer form video content over 5 minutes may support ad breaks of 30 seconds or more but should be considered in consultation with the content publisher to ensure the best consumer viewing experience.

Table 3: Mobile TV and Video Ad Breaks

Design Model	Advertisement Placement	Recommended Length
Bumper/Billboard	Before or after content	5 seconds or less.
Pre-Roll only	Before content	Typically 15 seconds.

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		30 seconds or less
Mid-Roll only	During content	Typically 15 seconds. 30 seconds or less
Post-Roll only	After content	Typically 15 seconds. 30 seconds or less
Book Ending	Before and after content	Typically 15 seconds. 30 seconds or less

5.2.3 Video/ TV Ad Lengths Exceptions

Video downloads: Video downloads: The total file size of a downloadable video is important, especially for consumers downloading over 2G connections. To minimize the consumer download delay it's important that the playback time of a video is between 30 secs and a maximum of 2 minutes in length. For the longer of these length videos, the MMA suggests shorter pre-rolls and/or a short bumper or vice versa to help minimize file size.

Broadcast TV: Mobile TV is still nascent, so more research is necessary to ascertain consumer preferences regarding advertising lengths within mobile TV. "Traditional" TV ad breaks are long (several minutes) and advertisement lengths should be reviewed with the publisher to ensure good consumer experience.

5.2.4 Media Formats

The recommended formats and resolutions for Mobile Video and TV ad units are:

- Video Ad Specifications (e.g. Pre-Roll Video Ad):
- File formats: WMV, AVI, MOV, MPEG2, .3GP
- Resolution/Aspect Ratio: QVGA, CIF, QCIF
- Recommended audio quality: 16bit 44Khz stereo
- Recommended video quality: 250kbps, 20-30 frames per second

Image Ad Specifications (e.g. Billboard Ad):

- File formats: .JPG, .PNG

Mobile Video and TV Advertising Creative Design Principles

Advertisers should consider the following when developing mobile video/TV campaigns:

- Avoid using fast-moving videos
- Avoid rapid scene changes (many scene changes in a short period)
- Avoid using small letters for advertising messages
- Avoid dark shots
- Consider shooting made-for-mobile versions of commercials

Existing video advertising creative assets that have been shot for TV or online may not be optimal for mobile and could need re-editing. For instance, text may be difficult to read, and fast-moving action that is too far into the distance may not be visible or look good on the mobile screen.

Future: Location Based Advertising

The MMA recognizes the need to provide guidelines for location based advertising. However, models for using location currently vary, and do not allow identification of the most appropriate guidelines at this point in time. MMA's mobile advertising committee has started exploring the opportunities of using location in advertising and plans to come up with guidelines for location based advertising. In the meantime, MMA encourages experimentation in this space and invites companies to share best practice with the MMA mobile advertising committee.

6.0 Mobile Applications

This section addresses advertising guidelines for applications that host ads inside the application design and logic. Specifications

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presented here are applicable to a wide range of application types comprising managed platforms, virtual machines, native applications and widgets. There are however applications that may not be able to make use of these guidelines (e.g. ad units within idle screen applications). These types of applications will be addressed in future releases of these guidelines. For a more comprehensive overview of the mobile applications landscape, please consult chapter 4.0 of MMA's Mobile Advertising Overview document

(http://www.mmaglobal.com/mobileadoverview.pdf).

6.1 Mobile Application Advertising Unit Definitions

The recommended ad units for Mobile Applications are as follows:

- **In-App Display Advertising Units**

  Mobile Application Banner Ad – is a universal color graphics ad unit displayed on a Mobile Application. The universal Mobile Application Banner Ad is defined as a still image(s), text or combination of these intended for use in mass-market campaigns where the goal is a good user experience across all mobile phone models, network technologies and data bandwidths. A Mobile Application Banner Ad can be clickable by the end user and may be placed anywhere in a Mobile Application (e.g., on the application main menu page, subpages or content pages).

  Mobile Application Interstitial Ad - is a full-screen advertisement, which may be placed as a "bumper" screen for the launch and exit of the application, or as a splash or jump page within the application. It may be used as the landing page from an earlier ad banner or may be a stand-alone Interstitial. This Interstitial may also be active or static.

  Rich Media Mobile Ad (RMMA) - is a supplemental ad unit enjoying increased uptake in the Mobile Applications. Common to most RMMA ads is the two-stage principle of display and activation, whereby display is the way an RMMA ad resides in a usual ad space of a host property (application or website) and calls for action in form of a banner or similar. Only when the user interacts with the displayed banner by clicking on it or moving mouse-over do the RMMA features become activated showcasing their characteristic "rich" behavior. Respective guidelines are in advanced stages of development and expected to be added in future releases of this document. Draft RMMA Guidelines are available here: http://www.mmaglobal.com/rmma.pdf

- **Integrated Ad** – is an advertisement that is integrated with the application or game experience and is formatted to be compatible with the main content type used in the application context. It can be resized, reshaped and freely positioned as part of the core application content. Respective guidelines are under study and expected to be added in future releases of this document.

- **Branded Mobile Application** – many advertisers have looked at creating their own branded applications and uploading these into app stores. These take many different forms depending on the brand and its attributes. They can be entertaining, informative or functional. Illustrative examples include a Duracell running game, and a Nestle recipe app. Respective guidelines are under study and expected to be added in future releases of this document.

- **Sponsored Mobile Application** – is a publisher's downloadable application which features a sponsoring arrangement at various places across the application. (For example Nike or Adidas sponsoring a football app) Respective guidelines are under study and expected to be added in future releases of this document.

6.2 Mobile Application Advertising Unit Specifications

Specification Components

The following ad unit specifications provide the framework for producing In-App Display Ad creative material suitable across a broad range of mobile phones with a compelling and engaging user experience.

6.2.1 Media Formats The recommended formats for In-App Display Ads are:

- JPG, PNG or GIF as universal formats for still images.

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- GIF for animated images.

6.2.2 Aspect Ratios The recommended aspect ratios for In-App Display Ads include:

- Mobile Application Banner Ads: See Table 1
- Mobile Application Interstitial Ad: Any landscape aspect ratio as per respective MMS Rectangle Ad unit. This typically includes 16:9 and 4:3 ratios and also a 1:1 (square) ratio. Portrait ratios are increasingly in common on modern smartphones in the 320 pixel width range.

6.2.3 Dimensions For graphical In-App Ad elements below 300 px or less width, , widths and heights are recommended as defined for the respective Mobile Web Banner Ad units in Section 2.2 (except for the Text Tagline unit which does not apply in Mobile Applications), i.e.

- X-Large Mobile Application Image (width 300 pixels)
- Large Mobile Application Image (width 216 pixels)
- Medium Mobile Application Image (width 168 pixels)
- Small Mobile Application Image (width 120 pixels)

For graphical In-App Ad elements in the 320 pixel width range, the following best practice is arising

- XX-Large Mobile Application Image (width 320 pixels)
  320 x 50
  320 x 320
  320 x 350
  320 x 480

6.2.4 File Size File size considerations are currently ongoing for mobile applications. For the time being, following respective guidance from Mobile Web Banner and MMS Rectangle Ads is recommended (see Sections 2.2.4 and 4.2.4).

6.2.5 Display Length

Mobile Application Banner Ad units are displayed with application content

- Banner Ads may be replaced periodically with a new ad. Refresh intervals may vary by publisher and application.

Mobile Application Interstitial ads should be displayed in full, during which click-through actions are enabled.

- At any time the interstitial ad is displayed in full, the user should be able to click to continue past the ad into the content.
- A preliminary recommendation for interstitial ad display time is that the units disappear after a maximum of 5 seconds.

6.3 Mobile Application Advertising Creative Design Principles

6.3.1 Banner Ad Unit Creative Design Principles

Mobile Application Banner Ad units are presented alongside the host application. Banners may be presented anywhere on the screen at the publisher or developer's discretion.

Applications may contain a dividing area between the banner and application content, but this is application-specific and not considered a part of the ad unit specification. Banner ads are opaque (zero image transparency), such that the ad image does not blend with the application content.

Mobile Application Interstitial Ad units are intended for display on a complete screen or with minimal components of the application (e.g., title bar or soft-button labels). Generally, Mobile Application Interstitial ads should use as much of the screen area as possible. However, landscape or square aspect ratios seem to

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allow the most flexibility across Mobile Application platforms, are convenient for advertisers, and leave room for the title bar and/or soft-button labels.

6.3.2 In-App Display Ad Unit Actions

In-App Display Advertising Units can either be:

- Non-active/non-highlighted/static means that the ad unit is visible on screen, but it is not clickable.
- Active/highlighted/non-static means that the ad unit is in the "select" state. Users can click on it for more information.

Action initiation:

Clicking on ad units provide opportunities for the user to receive additional information from the advertiser. Both ad banners and Interstitial ad images may be active and link either to places inside the application or to outside the application. This functionality must be consistent with a mobile phone's capabilities (e.g., interactivity such as click-to-call, WAP push) and will be limited by both type of mobile phone and mobile phone connectivity. Examples include:

- **Click-to-Mobile Web:** click launches the web browser.
- **Click-to-call:** click initiates an outgoing call to the content provider or advertiser.
- **Click-to-video:** click initiates an advertiser's video commercial for a product or service.
- **Click-to-SMS**: click initiates an SMS for a user to send a keyword to a shortcode to request more information.
- **Click-to-locate:** click initiates a map enabled by location-based services where a user may find, for example, the closest car dealer or movie theatre.
- **Click-to-buy:** click initiates a jump page where a user may make a purchase using some form of mobile payment (i.e. credit card, operator bill, etc).
- **Click-to-storyboard:** click transitions to a second interstitial ad (which itself may provide additional actions).

For applications and games whose flow may be greatly disrupted by a click-through, click-through ads should only display before the launch or exit of the application, or be queued until the end of the application experience, or avoided altogether. If it is required to switch the user away from the application context, the MMA recommends that, where possible, and in mobile phones that support click through, users are returned to the place in the application that they left after interacting with the ad (e.g., World Series of Poker, with $1 million in chips).

If there is a risk that switching the user away from the application context will cause the application to terminate, requiring the user to completely re-launch of the application, the application developer or publisher is recommended to apply specific user warnings as follows:

- Notification: Clearly notifying users that they will be leaving the application environment to experience the advertisement. And clearly communicating that, in most cases, users will need to completely re-launch the application in the same way they started the application.
- Right to Cancellation: Giving users the option of interrupting the action to return to the application.

For ads displayed during the use of an application, MMA recommends using banners or interstitials that avoid switching the user away from the application context (e.g. expandable banners).

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7.0 Technical Requirements for Mobile Advertisers

Advertiser/merchant site infrastructure

- Advertisers are responsible for the infrastructure costs for an advertising website or associated click-through pages including: keeping up with traffic demands, communications, hosting, hardware and software, as well as the costs of implementation.

Ad unit serving

- Ad-serving infrastructure will serve the ad units defined in these guidelines to phones, based on device-type detection and according to the best-fit principle, where the specification choice is based on what a particular mobile phone's screen can accommodate.
- Content that cannot be displayed by a mobile phone should not be delivered. For example, if a mobile phone does not support GIF, then that format must not be served to that particular mobile phone.

Ad format testing

- The MMA recommends that tests be conducted prior to launching a campaign.

Automatic resizing of ad formats (optional and where applicable)

- Ad-serving infrastructure may be capable of performing automatic resizing, where a standard dimension is dynamically adjusted to match the phone's display while maintaining the aspect ratio of the standard ad unit.
- Based on early experiences, automatic resizing works well for still images and provides value, such as the ability to support large screens. The absence of MMA guidelines should not stop companies from collecting experience in the field of automatic resizing by working along their own guidelines.
- Advertisers are advised to ensure that their creative is suitable for automatic resizing, especially in cases where visual detail is essential.

8.0 Who We Are

About the Mobile Marketing Association

The Mobile Marketing Association (MMA) is the premier global non-profit trade association established to lead the growth of mobile marketing and its associated technologies. The MMA is an action-oriented organization designed to clear obstacles to market development, establish mobile media guidelines and best practices for sustainable growth, and evangelize the use of the mobile channel. The more than 700 member companies, representing over forty countries around the globe, include all members of the mobile media ecosystem. The Mobile Marketing Association's global headquarters are located in the United States and it has regional chapters including North America (NA), Europe (EUR), Latin America (LATAM), Middle East and Africa (MEA) and Asia Pacific (APAC) branches. For more information, please visit www.mmaglobal.com.

About the MMA Mobile Advertising Committee

The MMA Mobile Advertising Committee, with active committee participation across the globe, has been established to create a library of format and policy guidelines for advertising within content on mobile phones. By creating mobile advertising guidelines, the MMA ensures that the industry is taking a proactive approach to keep user experience, content integrity and deployment simplicity as the driving forces behind all mobile advertising programs world-wide.

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The MMA Mobile Advertising Committee is chaired by Madhouse, Inc., Verizon Wireless, Vodafone Group Services, Ltd. and Velti. This committee developed these guidelines in collaboration with the following MMA member companies:

MMA Global Mobile Advertising Committee - Global Members	
Alcatel-Lucent	**mTLD Top Level Domain**
Amdocs Inc.	**Naqteq, a NOKIA Company**
Camber Tech Inc.	**OpenMarket**
Catapult Marketing	**Research in Motion**
Comverse	**Telecom Italia SpA**
Ericsson AM	**Telefonica S.A.**
Google	**The Hyperfactory**
Jumptap	**Turner Broadcasting System**
Microsoft	**Velti**
MindShare	**Vodafone Group Services**
Mobtext	**Yahoo!**
Motricity	

MMA Global Mobile Advertising Committee – Regional Members		
Asia Pacific	***North America (cont.)***	***North America (cont.)***
Madhouse Inc.	**Handmark Inc.**	**Rhythm NewMedia**
Europe	**Iconmobile, LLC**	**Ringleader Digital**
Jinny Software	**Impact Mobile Inc.**	**Smaato**
Mobixell Networks Ltd	**Isobar**	**TargetSpot**
Orange NSM	**MapQuest**	**Telescope, Inc.**
Out There Media GmbH	**Medialets Inc.**	**Texopoly**
Turkcell İletişim Hizmetleri A.Ş	**Mediamind**	**The Weather Channel Interactive**
Unkasoft Advergaming	**Millennial Media, Inc.**	**U.S. Cellular Corp**
North America	**Moclix**	**uLocate Communications Inc.**
15 Miles	**MobileCause**	**Vdopia, Inc.**
4INFO, Inc.	**Mobile Messenger**	**Verizon Wireless**
Access Mobility/Cellepathic	**Mobile Posse**	**Vibes Media**
AT&T Mobility	**Mocospace**	**Whoop Inc.**
Cha Cha Search Inc	**MSLGroup**	**Wireless Developer Agency**
Collider Media	**MySpace Inc. (Fox Interactive)**	
Crisp Media	**Myxer Inc.**	
Fun Mobility	**Nexage**	
Greystripe Incorporated	**Olive Media**	

9.0 References

The following links provide additional sources of information and reference:

Guidelines and Best Practices

- MMA Global Code of Conduct
  http://www.mmaglobal.com/codeofconduct.pdf
- MMA U.S. Consumer Best Practices Guidelines for Cross-Carrier Mobile Content Programs
  http://www.mmaglobal.com/bestpractices.pdf

Educational Documents

- Mobile Applications
  http://www.mmaglobal.com/mobileapplications.pdf

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- Mobile Measurement Ad Currency Definitions
  http://www.mmaglobal.com/adcurrencies.pdf
- Understanding Mobile Marketing: Technology and Reach
  http://www.mmaglobal.com/uploads/MMAMobileMarketing102.pdf
- Off Portal – An Introduction to the Market Opportunity
  http://www.mmaglobal.com/offportal.pdf
- Mobile Marketing Sweepstakes and Promotions Guide
  http://www.mmaglobal.com/mobilepromotions.pdf
- Mobile Search Use Cases
  http://www.mmaglobal.com/mobilesearchusecases.pdf
- Introduction to Mobile Coupons
  http://www.mmaglobal.com/mobilecoupons.pdf
- Introduction to Mobile Search
  http://www.mmaglobal.com/mobilesearchintro.pdf
- Short Code Primer
  http://www.mmaglobal.com/shortcodeprimer.pdf
- Prevailing mobile in-application advertising formats (IAB study)
  http://www.iab.net/media/file/mobile-ad-formats-190710.pdf

Websites

- Mobile Marketing Association Website
  http://www.mmaglobal.com
- W3C Mobile Web Best Practices
  http://www.w3.org/TR/mobile-bp/
- W3C mobileOK Basic 1.0 Guidelines
  http://www.w3.org/TR/mobileOK-basic10-tests/
- W3C mobileOK Checker
  http://validator.w3.org/mobile

10.0 MMA Guidelines Approval Process

The MMA implements a collaborative process for industry guidelines review and approval, prior to public release. The process not only considers feedback from industry leaders and experts but also helps to determine work streams for future releases. The summarized approval process is as follows:

- Committees generate a draft guidelines document developed and approved by MMA committee member companies (“Committee”).
- Once the guidelines are approved by Committee, the guidelines are issued for public review. Public review will last a minimum of four weeks.
- Feedback from the public comment period is circulated to Committee for review and incorporation as appropriate. Note: In the event substantial revisions are suggested, the Committee must again approve the guidelines prior to release.
- Once all approvals and feedback is gathered, incorporated and approved, the guidelines are released. The guidelines are released every six months and are the result of collaboration across the MMA Mobile Advertising Committee with representation from companies in Asia Pacific (APAC), Europe, Middle East and Africa (EMEA), Latin America (LATAM) and North America (NA). If deemed appropriate, the Committee may elect to release an interim revision of the guidelines.

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11.0 Supporting Associations

The following associations currently support the MMA *Mobile Advertising Guidelines* in our collective mission to establish a consistent global guidelines and best practices for mobile advertising:

tbd

12.0 Contact Us

For more information, please contact:

Mobile Marketing Association

Email: mma@mmaglobal.com

www.mmaglobal.com

13.0 Glossary of Terms

The MMA maintains a nomenclature glossary of all terms within MMA guidelines, education documents and research. The glossary is available at:

http://www.mmaglobal.com/glossary.pdf.

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Appendix 1 – WAP 1.0 Specifications

Appendix Table A-1: Technical Specifications – WAP 1.0 Banners		
Ad Unit	**Technical Specifications**	**Sample Creative**
Asia Pacific: Standard Text Link for 128 and 176 screen sizes	• 1 line of text maximum • Up to 8 characters maximum	**ABCD酷炫网站**
Asia Pacific: Text Link for 240 screen size	• 1 line of text maximum • Up to 12 characters maximum	**ABCD广告片流畅下载**
Europe, Middle East and Africa: Standard Text Banner	• 3 lines of text maximum • Up to 16 characters per line • Max. 35 characters total, including spaces	Family First!
Europe, Middle East and Africa and North America: Standard Image Banner	• 80 x 15 pixels • B&W, 1-bit bitmap • < 200 bytes file size	LEXUS
Europe, Middle East and Africa and North America: Standard Image/Text Combination Banner	• 80 x 12 pixels • B&W, 1-bit bitmap • Text: Up to 16 characters • < 200 bytes files size	WACHOVIA Find ATM/Branch
North America: Standard Text Banner	• 2 lines of text maximum • 12-16 characters per line • 32 characters total, including spaces	Family First!

Aspect Ratios see Table A1 above.

Dimensions see Table A-1 above.

Media Formats The recommended formats for WAP 1.0 Banner Ads.

- bmp (1-bit bitmap)
- Text ads are based on the default mobile phone character format.

File Sizes see Table A-1 above.

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