



MOBILE ADVERTISING GUIDELINES
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1.0 Overview

The MMA's Mobile Advertising Guidelines provide recommendations for the global ad units broadly used in mobile advertising in the following mobile media channels: Mobile Web, messaging, applications and mobile video and TV. The Guidelines recommend ad unit usage best practices, creative technical specifications, as well as guidance on ad insertion and delivery necessary to implement mobile advertising initiatives. 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
- Providing an engaging, non-intrusive consumer experience.

The MMA's Mobile Advertising Overview 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>

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 present a baseline through which widespread adoption will accelerate market development and ensure consumer satisfaction.



Universal Mobile Ads

The MMA's Mobile Advertising Guidelines are increasingly accepted 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 model for this package of ad unit identification is the Interactive Advertising Bureau's Universal Ad Package (UAP). The MMA hopes to adopt a similar structure in the future.

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

The MMA is also working on an initiative with the Interactive Advertising Bureau (IAB) to drive accuracy in the Measurement of mobile ad units.

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. Therefore, a smartphone with a high resolution screen can be served large, visually rich ads and a mobile phone with fewer resources can 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 pre-defined dimensions, discussed in this section. The appropriate ad unit is selected from this set of pre-defined forms based on a particular mobile phone model's capabilities so 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, particularly in Europe, animated Mobile Web Banner Ads may be available for supplemental use in campaigns to convey a rich media 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. Supplementary, a Mobile Web Banner Ad can be followed by a Text Tagline Ad to emphasize the clickable character of the ad unit.
- **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 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 specification for a Mobile Web ad unit consists of a series of specification components, i.e. aspect ratios, media formats, dimensions and file sizes. When providing inventory specifications, publishers should remember to also quantify those parameters they support. Agencies and advertisers should remember to verify the specifications with each publisher on their media plan.





Summary

Tables 1 and 2 provide a summary of Mobile Web Banner ad unit specifications and examples in the 4:1 and 6:1 aspect ratios. Every publisher should deliver the universal Mobile Web Banners ad units specified in Tables 1 and 2. Supplemental Mobile Web Banners ad units may be supported to create additional opportunities, (i.e. animated or advanced graphics).

Table 1: MMA Mobile Web Ad Guidelines Mobile Web Banner Ad Units in 6:1 Aspect Ratio		
Name	Technical Specifications	Sample Creative (approx. dimension)
X-Large Image Banner	<ul style="list-style-type: none"> • 300 x 50 pixels Universal unit: <ul style="list-style-type: none"> • GIF, PNG, JPEG for still image • < 5 KB file size Supplemental unit: <ul style="list-style-type: none"> • Animated GIF for animation • < 7.5 KB file size 	
Large Image Banner	<ul style="list-style-type: none"> • 216 x 36 pixels Universal unit: <ul style="list-style-type: none"> • GIF, PNG, JPEG for still image • < 3 KB file size Supplemental unit: <ul style="list-style-type: none"> • Animated GIF for animation • < 4.5 KB file size 	
Medium Image Banner	<ul style="list-style-type: none"> • 168 x 28 pixels Universal unit: <ul style="list-style-type: none"> • GIF, PNG, JPEG for still image • < 2 KB file size Supplemental unit: <ul style="list-style-type: none"> • Animated GIF for animation • < 3 KB file size 	
Small Image Banner	<ul style="list-style-type: none"> • 120 x 20 pixels Universal unit: <ul style="list-style-type: none"> • GIF, PNG, JPEG for still image • < 1 KB file size Supplemental unit: <ul style="list-style-type: none"> • Animated GIF for animation • < 1.5 KB file size 	
Text Tagline (optional)¹	<ul style="list-style-type: none"> • 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 	Show Times Click Here

1. There are regional differences in the use of text tag below the banner ad. See Section 2.3.

Table 2: MMA Mobile Web Ad Guidelines
Mobile Web Banner Ad Units in 4:1 Aspect Ratio

Name	Technical Specifications	Sample Creative (approx. dimension)
X-Large Image Banner	<ul style="list-style-type: none"> • 300 x 75 pixels Universal unit: <ul style="list-style-type: none"> • GIF, PNG, JPEG for still image • < 5 KB file size Supplemental unit: <ul style="list-style-type: none"> • Animated GIF for animation • < 7.5 KB file size 	
Large Image Banner	<ul style="list-style-type: none"> • 216 x 54 pixels Universal unit: <ul style="list-style-type: none"> • GIF, PNG, JPEG for still image • < 3 KB file size Supplemental unit: <ul style="list-style-type: none"> • Animated GIF for animation • < 4.5 KB file size 	
Medium Image Banner	<ul style="list-style-type: none"> • 168 x 42 pixels Universal unit: <ul style="list-style-type: none"> • GIF, PNG, JPEG for still image • < 2 KB file size Supplemental unit: <ul style="list-style-type: none"> • Animated GIF for animation • < 3 KB file size 	
Small Image Banner	<ul style="list-style-type: none"> • 120 x 30 pixels Universal unit: <ul style="list-style-type: none"> • GIF, PNG, JPEG for still image • < 1 KB file size Supplemental unit: <ul style="list-style-type: none"> • Animated GIF for animation • < 1.5 KB file size 	
Text Tagline (supplemental)²	<ul style="list-style-type: none"> • 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 	<p>Show Times Click Here</p>

2. There are regional differences in the use of text tag below the banner ad. See Section 2.3.

Specification Components

2.2.1 Aspect Ratios The recommended universal aspect ratios for Mobile Web Banner Ads are 6:1 and 4:1. Key considerations for providing universal aspect ratios include:

- Keeping the aspect ratio constant simplifies resizing of images and reduces effort.
- Both aspect ratios provide sufficient creative space to ensure an effective advertising experience, yet small enough not to be intrusive. Having two aspect ratios gives publishers flexibility in terms of layout and positioning in different contexts

2.2.2 Dimensions The recommended universal Mobile Web Banner Ad widths are 120, 168, 216 and 300 pixels. 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.
- Dimensions selected provide a good fit for the majority of mobile phones.
- Dimensions selected for Mobile Web Banner Ads provide for an exact pixel height for both ratios defined which simplifies scaling of the creative.

2.2.3 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.

2.2.4 File Size The maximum graphic file size is dependent on the banner chosen. Tables 1 and 2 provide the maximum file size recommendations across the banner ad unit types.

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 Tables 1 and 2 summarize.

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

Future: Mobile Web Banner Ads

The MMA recognizes the need to provide larger than 300 pixels banner dimensions. However, new mobile phones coming to market vary in their Mobile Web display characteristics and clustering does not allow identifying the most appropriate dimension at this point in time. MMA's mobile advertising committee has started exploring the opportunities of using Rich Media as an advertising format and plans to come up with guidelines likely to feature flexible widths especially beyond 300 pixels. In the meantime, MMA encourages experimentation in this space and invites companies to share best practice with the MMA mobile advertising committee.

Future: File Sizes

*The MMA recognizes that as new mobile phones are introduced into the market, and networks continue to expand capacity, that file size limits should increase accordingly. The MMA has agreed to increase future maximum file sizes to the limits indicated in **Appendix 2**.*

2.3 Mobile Web Advertising 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>.

Irrespective of using supplemental text taglines, the MMA recommends that advertisements contain some form of call-to-action clearly identifiable by the user (e.g., "find out more" icon button).

Text Taglines

Text taglines are a supplemental feature that can be added to Mobile Web Banner Ad.

Purpose:

- In cases where consumers are unfamiliar with Mobile Web Banner Ads and may not realize that Mobile Web Banner Ads can be navigated to and clicked on, they may have a greater awareness that text taglines 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.

Limitations:

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

Media owners and publishers need to make a case-by-case decision about what best suits their business requirements.

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 with the creative ad.

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 to 160 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

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 control of advertiser or publisher. Therefore the message renders differently on different mobile phones.

3.2.2 Length The length of the ad is the subject to the available space after the content. Consult your publisher for the maximum allowable length. Current practice is typically ads under 20-60 characters, with ads up to 80 characters. Advertisers should be aware that shorter copy allows for increased publishing inventory availability.

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 See Short SMS Ad format

3.3.2 Length A length of up to 160 Latin characters

3.3.3 Location The Complete SMS Ad will be the entire SMS message.

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>
- SMS Ad messages should be delivered per the watershed hours requirements of your local market.

Response (return SMS)

- 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 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

- Landing page should be viewable in Mobile Web browsers.
- Content of the linked Mobile Web site should be related to the advertisement.
- The landing page should be working properly.
- Please see Section 2.3 of this document for best practices on mobile web 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.

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 may develop several versions of ads with varying lengths, maximizing the ads' availability for insertion based on the length of the content portion of the message. 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.
- 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. If the resulting ad is unfamiliar, the recipient may dismiss it as "Spam".

4.0 **Multimedia Messaging (MMS)**

Multimedia Messaging Service (MMS) is a rich media messaging service that allows mobile users to send and receive messages that can include graphics, photos, audio, video and text. As such, it provides marketers with increased ad effectiveness over SMS. Another benefit is that 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. It should be noted that unlike SMS, 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 perception of MMS Advertising as unsolicited communication and 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 rich media 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 aspect ratio and dimension.

- **MMS Rectangle Ad** is a universal color graphics plus optional text ad unit filling all of an MMS slide, whereby the text can contain a link. 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 rich media 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.
- **MMS Video Ad** is a supplementary video ad unit and usually gets 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 with 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) become increasingly available on mobile phones.
- 3GP and 3G2 the are prevailing video formats. Recommended audio quality: @ 16bit 44 KHz Stereo; Recommended video quality: QVGA @250kbps, 20-30 frames per second.

4.2.2 **Aspect Ratio**

Mobile phones vary substantially in their screen display designs: landscape, square or portrait. Unlike in the Mobile Web, MMS creators have no visibility of the individual target mobile phone and its screen characteristics at the time of MMS composing.¹

As a consequence, and to keep the need for vertical scrolling of ad messages to a minimum, the MMA recommends using any landscape aspect ratio for MMS Rectangle Ad images. This typically includes 16:9 and 4:3 ratios. Also, a 1:1 (square) ratio can produce acceptable results. Such aspect ratios usually allow for ad text to be visible together with the ad image on screens. Portrait aspect ratios are not recommended.

For the MMS Banner Ad, aspect ratios apply as defined for the Mobile Web Banner Ad units in Section 2.2 (6:1 and 4:1).

¹ Mobile operators and MMS service providers (e.g. VASP) may be able to provide information of individual users' mobile phone display and media capabilities, which can be used to build richer and even more engaging MMS ad campaigns.

For MMS Video Ads, the recommended aspect ratios are the following:

- 16:9 (HD)
- 4:3 (QVGA)
- 11:9 (QCIF)

4.2.3 Dimensions

For all graphical MMS Ad elements, regardless of their aspect ratio, widths are recommended as defined for the Mobile Web Banner Ad units in Section 2.2, i.e.

- 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)
- Respective heights being according to the aspect ratio selected.

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 today's mobile phones in mature mobile markets.

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)

4.2.4 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 sizes².
- Mobile network configurations apply irrespective of the mobile phone capability. Currently most networks support a maximum of 300 KB. However, some networks already increase this limit to 600 KB.

In order to reach a broad audience, the MMA recommends that the complete MMS file size does not exceed 300 KB. Maximum MMS file size and maximum ad file sizes are inclusive of all applicable elements (e.g., graphics, text and audio³).

- 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

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

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

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 might 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.

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.

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

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 creatives.

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 into poor quality for 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}.

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 costs for those users because they typically pay 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 ad MMS messages to roaming users, thus ensuring a good customer experience. If possible, this option should be used.

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

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

Response timing (return MMS)

If a user requests advertising information to be delivered to him via MMS, this request should be responded 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:

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 top 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 15 seconds (also 10 – 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. 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: The total file size of a downloadable video is important, especially for consumers downloading over 2G connections. Due to the download time, a downloadable video is typically 30 seconds in length, and may go up to 2 minutes in length. For downloads, the MMA suggests shorter pre-rolls and / or short bumper, or vice versa depending on the length of the content (For example a 10-second pre-roll and a 3-second post-roll, or a 3-second pre-roll and a 10-second post-roll).

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 can be long (several minutes) and 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
- Shoot 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.

6.0 Mobile Applications

This section addresses advertising guidelines for applications that host ads inside the application design and logic. Specifications presented here are applicable to a wide range of application types comprising managed platforms, virtual machines, native applications and widgets. There are 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>.

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 identifying 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.

6.1 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. In some cases, animated Mobile Application Banner Ads may be available for supplemental use in campaigns to convey a rich media experience. 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 or subpages).

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.

- **Integrated Ad** – is an advertisement that is integrated with the application or game experience (also known as product placement) 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 downloadable application advertising campaigns will continue to be custom designed to support the needs and expectations of the target audience. Respective guidelines are under study and expected to be added in future releases of this document.

- **Sponsored Mobile Application** – publisher’s downloadable application which features a sponsoring arrangement at various places across the application. 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.
- GIF for animated images.

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

- Mobile Application Banner Ads: 6:1 and 4:1 as per the respective Mobile Web Banner Ad unit.
- 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.

6.2.3 Dimensions For all graphical In-App Ad elements, regardless of their aspect ratio, widths are recommended as defined for the 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)

Respective heights are according to the aspect ratio selected.

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 allow the most flexibility for both Mobile Web and 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).

7.0 Technical Requirements for Mobile Advertisers

Advertiser/merchant site infrastructure

- Advertisers are responsible for the infrastructure costs for a site 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 on-the-fly, 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.



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

MMA Global Mobile Advertising Committee - Global Members		
AdMob Inc.		Neustar, Inc.
Catapult Marketing		Playboy Enterprises
Comverse		Telecom Italia SpA
JumpTap		Telefónica S.A.
Microsoft (MSN and Windows Live)		Turkcell Iletisim Hizmetleri A.S.
Mobext		Unkasoft Advergaming
Motorola		Velti
Motricity		Vodafone Group Services Ltd.
MX Telecom		
MMA Global Mobile Advertising Committee – Regional Members		
Asia Pacific	North America (cont.)	North America (cont.)
Madhouse Inc.	Fox Interactive Media	SkyFire Labs, Inc.
Europe	GoldSpot Media	Smaato Inc.
Jinny Software	Greystripe Incorporated	Snac, Inc.
Mobile Advertising Solutions	Impact Mobile Inc.	Sybase 365
Mobixell Networks Ltd	Mobile Behavior, LLC	Tapioca Mobile
MOMAIL	Mobile Posse	TelePages, Inc.
Orange NSM	Myxer Inc.	Telescope, Inc.
Out There Media GmbH	News Over Wireless	Telescope, Inc.
North America	Platform A	The Weather Channel Interactive
4INFO, Inc.	Quattro Wireless	U.S. Cellular Corp
AT&T Mobility	Rhythm NewMedia	Verizon Wireless
Azuki Systems	Ringleader Digital	Verve Wireless, Inc.
Buzzd	Sensei, Inc.	Vibes Media
	SinglePoint	

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>
- 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>

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.

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:



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>.

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	<ul style="list-style-type: none"> • 1 line of text maximum • Up to 8 characters maximum 	ABCD酷炫网站
Asia Pacific: Text Link for 240 screen size	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 3 lines of text maximum • Up to 16 characters per line • Max. 35 characters total, including spaces 	
Europe, Middle East and Africa and North America: Standard Image Banner	<ul style="list-style-type: none"> • 80 x 15 pixels • B&W, 1-bit bitmap • < 200 bytes file size 	
Europe, Middle East and Africa and North America: Standard Image/Text Combination Banner	<ul style="list-style-type: none"> • 80 x 12 pixels • B&W, 1-bit bitmap • Text: Up to 16 characters • < 200 bytes files size 	
North America: Standard Text Banner	<ul style="list-style-type: none"> • 2 lines of text maximum • 12-16 characters per line • 32 characters total, including spaces 	

Aspect Ratios t.b.d.

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.

Appendix 2 – Future Mobile Web Banner Ad Specifications

Tables A-2 and A-3 provide a summary of future Mobile Web banner ad specifications and examples in the 4:1 and 6:1 aspect ratios. Please note the expanded file sizes.

Table A-2: MMA Mobile Web Ad Guidelines Mobile Web Banners Ad in 6:1 Aspect Ratio		
Name	Technical Specifications	Sample Creative (approx. dimension)
X-Large Image Banner	<ul style="list-style-type: none"> • 300 x 50 pixels <p>Universal unit:</p> <ul style="list-style-type: none"> • GIF, PNG, JPEG for still image • < 10 KB file size <p>Supplemental unit:</p> <ul style="list-style-type: none"> • Animated GIF for animation • < 15 KB file size 	
Large Image Banner	<ul style="list-style-type: none"> • 216 x 36 pixels <p>Universal unit:</p> <ul style="list-style-type: none"> • GIF, PNG, JPEG for still image • < 6 KB file size <p>Supplemental unit:</p> <ul style="list-style-type: none"> • Animated GIF for animation • < 9 KB file size 	
Medium Image Banner	<ul style="list-style-type: none"> • 168 x 28 pixels <p>Universal unit:</p> <ul style="list-style-type: none"> • GIF, PNG, JPEG for still image • < 4 KB file size <p>Supplemental unit:</p> <ul style="list-style-type: none"> • Animated GIF for animation • < 6 KB file size 	
Small Image Banner	<ul style="list-style-type: none"> • 120 x 20 pixels <p>Universal unit:</p> <ul style="list-style-type: none"> • GIF, PNG, JPEG for still image • < 2 KB file size <p>Supplemental unit:</p> <ul style="list-style-type: none"> • Animated GIF for animation • < 3 KB file size 	

**Table A-3: MMA Mobile Web Ad Guidelines
Mobile Web Banners Ad in 4:1 Aspect Ratio**

Name	Technical Specifications	Sample Creative (approx. dimension)
X-Large Image Banner	<ul style="list-style-type: none"> • 300 x 75 pixels <p>Universal unit:</p> <ul style="list-style-type: none"> • GIF, PNG, JPEG for still image • < 10 KB file size <p>Supplemental unit:</p> <ul style="list-style-type: none"> • Animated GIF for animation • < 15 KB file size 	
Large Image Banner	<ul style="list-style-type: none"> • 216 x 54 pixels <p>Universal unit:</p> <ul style="list-style-type: none"> • GIF, PNG, JPEG for still image • < 6 KB file size <p>Supplemental unit:</p> <ul style="list-style-type: none"> • Animated GIF for animation • < 9 KB file size 	
Medium Image Banner	<ul style="list-style-type: none"> • 168 x 42 pixels <p>Universal unit:</p> <ul style="list-style-type: none"> • GIF, PNG, JPEG for still image • < 4 KB file size <p>Supplemental unit:</p> <ul style="list-style-type: none"> • Animated GIF for animation • < 6 KB file size 	
Small Image Banner	<ul style="list-style-type: none"> • 120 x 30 pixels <p>Universal unit:</p> <ul style="list-style-type: none"> • GIF, PNG, JPEG for still image • < 2 KB file size <p>Supplemental unit:</p> <ul style="list-style-type: none"> • Animated GIF for animation • < 3 KB file size 	



The Mobile Marketing Association is the premier global organization that strives to stimulate the growth of mobile marketing and its associated technologies. The MMA is a global organization with over 700 members representing over forty countries. MMA members include agencies, brands, content providers, hand held manufacturers, operators, technology enablers, market research firms, as well as any company focused on the potential of marketing via mobile devices.