

Mobile Ad Dimensions

The following dimensions apply to all ads placed on News Over Wireless' partner solutions:

For each banner ad, graphics must be submitted in as JPGs in four dimensions:

Name	Dimensions	File size	Format
X Small	96 x 16 pixels	<5K	JPG
Small	112 x 20 pixels	<5K	JPG
Medium	167 x 30 pixels	<5K	JPG
Large	215 x 34 pixels	<5K	JPG

The "Call to Action" text beneath each banner ad can be up to 16 characters, including spaces and special characters. This text leads to the advertiser's landing page. Clients should select one of the following types of landing pages, and adhere to the corresponding guidelines.

Types of Landing Pages	Copy limits	GFX Dimensions	GFX File Size	GFX Format
Copy Only	<1000 characters Around 25-35 words	n/a		
Image with Copy	<1000 characters Around 25-35 words	96 x 25 pixels	<800 bytes	GIF/JPG
Click-to-Call (must provide phone number to call)	<1000 characters Around 25-35 words "Call Now" link below text	n/a		
Click-to-Call with Link (must provide phone number and WAP landing page)	<1000 characters Around 25-35 words "Call Now" link below text	n/a		
Copy and Link (to client's website landing page)	<1000 characters Around 25-35 words "click here" link below text	n/a		
Image with Copy and Link (to client's website landing page)	<1000 characters Around 25-35 words "click here" link below text	96 x 25 pixels	<800 bytes	GIF/JPG
Multiple Links (to client's website landing pages)	<1000 characters Around 25-35 words "click here" link below text	n/a		

Landing Pages With Links:

Clients may provide their own mobile web landing page, or one can be created by News Over Wireless, for an additional fee.