





# MOBILE SPECS

## CNNMoney.com Mobile (WAP) Technical Specs

AD SIZE	TECHNICAL SPECIFICATIONS	SAMPLE CREATIVE (APPROX. SIZE)
X-LARGE IMAGE BANNER	<ul style="list-style-type: none"> <li>• 300 x 50 pixels</li> <li>• 5k max file size</li> <li>• Static</li> <li>• .gif, .png or .jpg</li> <li>***only one file type is needed</li> </ul>	
LARGE IMAGE BANNER	<ul style="list-style-type: none"> <li>• 216 x 36 pixels</li> <li>• 3k max file size</li> <li>• Static</li> <li>• .gif, .png or .jpg</li> <li>***only one file type is needed</li> </ul>	
MEDIUM IMAGE BANNER	<ul style="list-style-type: none"> <li>• 168x28 pixels</li> <li>• 2k max file size</li> <li>• Static</li> <li>• .gif, .png or .jpg</li> <li>***only one file type is needed</li> </ul>	
SMALL IMAGE BANNER (REQUIRED FOR CAMPAIGN)	<ul style="list-style-type: none"> <li>• 120 x 20 pixels</li> <li>• 1k max file size</li> <li>• Static</li> <li>• .gif, .png or .jpg</li> <li>***only one file type is needed</li> </ul>	
TEXT TAGLINE (REQUIRED FOR CAMPAIGN)	<ul style="list-style-type: none"> <li>• 16 -24 characters</li> <li>• Serves as Alt Text</li> <li>• Appears as text on devices that can't display images</li> </ul>	Visit <a href="http://CNNMoney.com">CNNMoney.com</a>

## CNNMoney.com Mobile (WAP) Landing/Jump Page Technical Specifications

MOBILE OFFSITE CLIENT URLS	<p>Clients may link directly to their own WAP site, if user is sent to WAP site, clicktracking is <u>not</u> available. CNNMoney.com can also build a landing page for the advertiser. Clients will need to provide text and graphic for a static landing page to support WML (Wireless Markup Language) and xHTML (Extensible HyperText Markup Language). Click-tracking will be provided.</p>
STANDARD TEXT BANNER AND IMAGE	<ul style="list-style-type: none"> <li>• 2 lines of text maximum</li> <li>• 12-16 characters per line</li> <li>• 32 characters total, including spaces</li> <li>• .gif, .png or .jpg</li> <li>***only one file type is needed</li> </ul> <p>Visit <a href="http://CNNMoney.com">CNNMoney.com</a></p>
LANDING PAGE COPY/TEXT	<ul style="list-style-type: none"> <li>• Submit text in email or Word document</li> <li>• Up to 1,000 characters max</li> </ul>
CLICK-TO-CALL FUNTION	<ul style="list-style-type: none"> <li>• The Click-to-Call function will automatically dial an advertiser's number from your mobile device, when you click the numeric text</li> </ul>

All mobile ads must be received by CNNMoney.com at least 10 days prior to contracted launch date. Please submit assets to [CNNMONEY\\_TRAFFIC@timeinc.com](mailto:CNNMONEY_TRAFFIC@timeinc.com).

• If interested in building a highly customized mobile microsite, please contact Karen Szeto [karen\\_szeto@timeinc.com](mailto:karen_szeto@timeinc.com)