



# AD SPECIFICATIONS



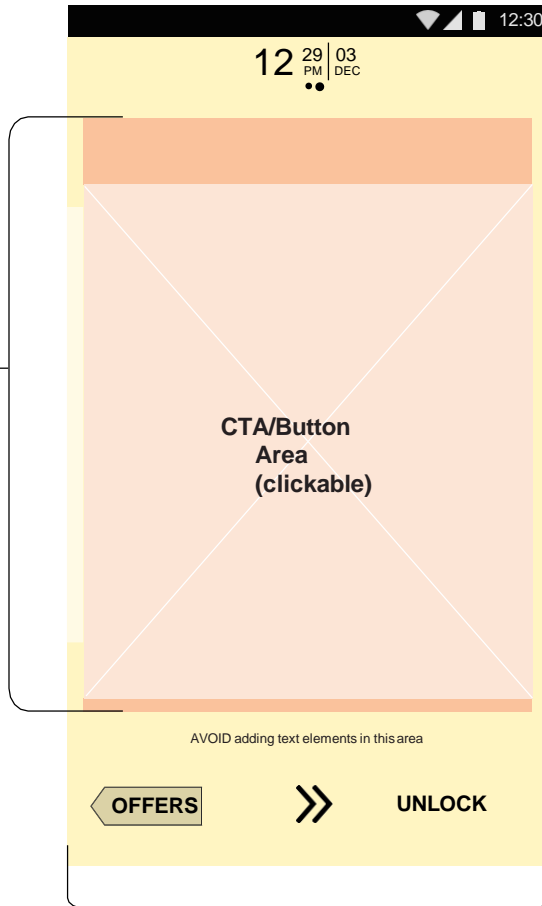
# Premium Fullscreen Ad Format

# Premium Fullscreen Ad Guide



This is the **Text Safe Area**

All text and content will have the **best visibility** in this area.



**AVOID** adding text elements and buttons in this area.

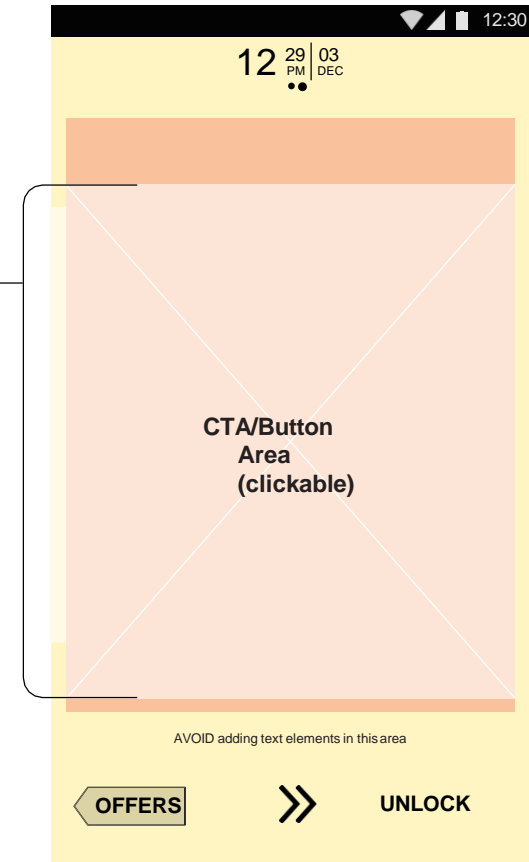


This is the **CTA Area**

The Call To Action (CTA) area is where you can **place your button**.

Users will only be able to engage a button if it's placed **inside** this area.

CTA Area is **60%** of screen height.



Dimensions:

**720 x1280 px**

File size:

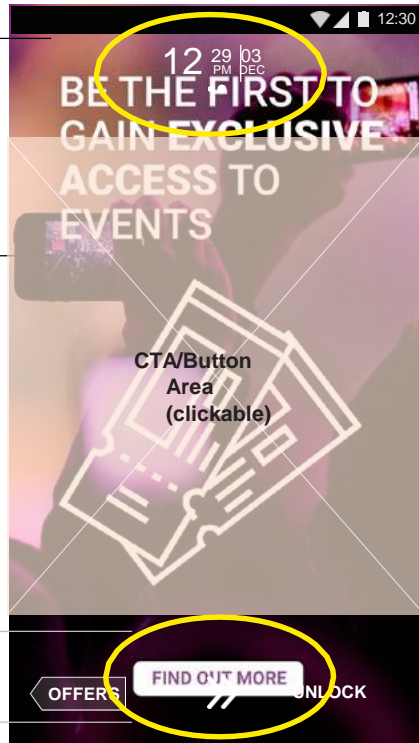
**250Kb max**

Format:

**JPEG**

# Graphic examples

Text is partially outside the Text Safe Area



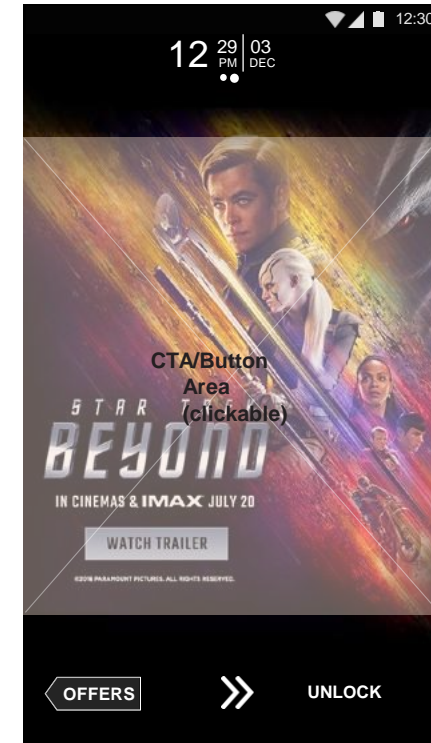
Button is outside of the CTA Area



Some text may not be visible. Users will not be able to engage the button



All text/important content is inside the Text Safe Area  
All main content will be visible to the user



Button is inside the CTA Area.  
Users will be able to engage and click the button

# Recommendations

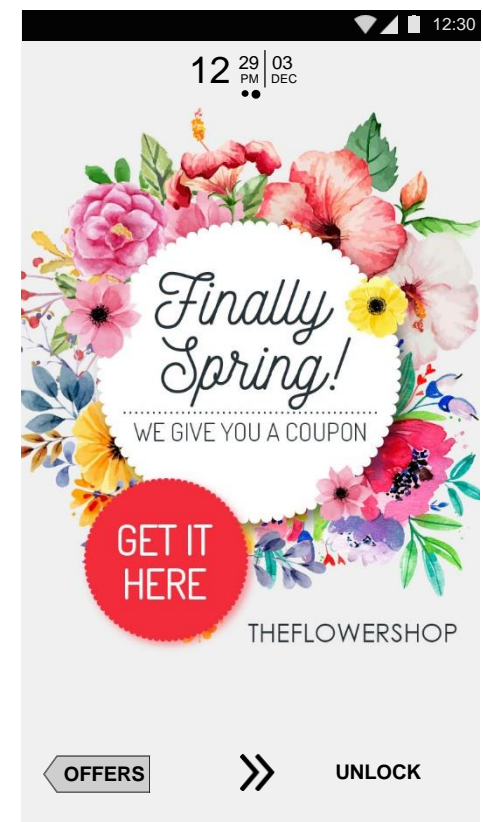
In this example there are some issues to be solved that would make the ad take full advantage of our layout



- The flower pattern at the bottom overlaps the lockscreen navigation area; could be solved by repositioning the textured elements.
- There's no Call to Action -> we recommend including a CTA within the creative to optimize the power of your advert.



## SAMPLE SOLUTION



# Postr in-house Lockscreen design

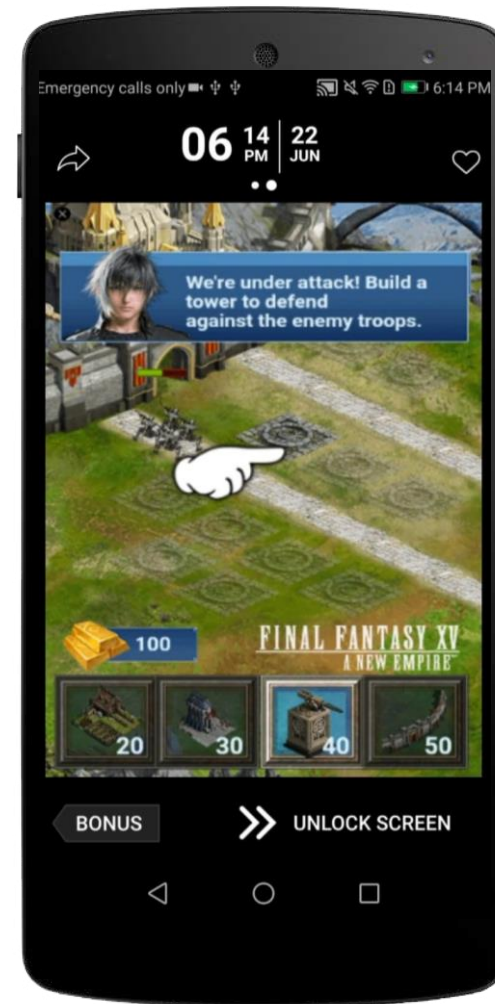
Postr's in-house design team can create the premium ad creative for the client if provided the following:

- **Logo(s):** Must be supplied as vector format (Ai, EPS, SVG, PDF - No raster images).  
Also  
accepted are high-res raster files (PSD, TIF, PNG, No JPGs)
- **Fonts:** All type must be supplied as font files (OTF, TTF)
- **Colours:** All brand colours must be supplied in HEX codes eg. #000000
- **High Resolution imagery:** All images resolution should be supplied as high as possible
- Other elements such as holding devices should be supplied in vector format (Ai, EPS, SVG, PDF - No raster images, No JPGs)
- An **active click through URL**

# Interstitial Ad Format

# Interstitial Ad Guide

- Available in static image and full rich media
- The ad appears below the date/time stamp and above the unlock button





# Interstitial Specifications

**Size:** 320x480

**Safe Area (for static image only):** 75pixels from the bottom

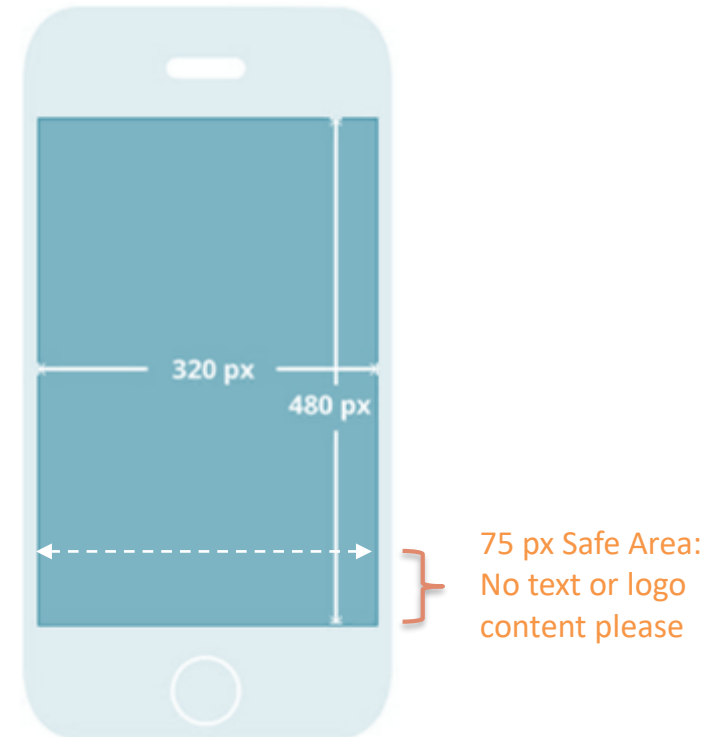
**Maximum file weight:**

Image: 200kb,

Available image formats: PNG, JPEG, Static GIF

Rich Media: 150kb initial load. 2.2 MB total file load

**3rd-Party redirect tag required for Rich Media and animated gif**



# Video Ad Format

# Video Ad Guide

A video ad requires 2 assets:

1. A premium ad

Dimensions	720x1280 px
File Size	250Kb max
Format	JPEG

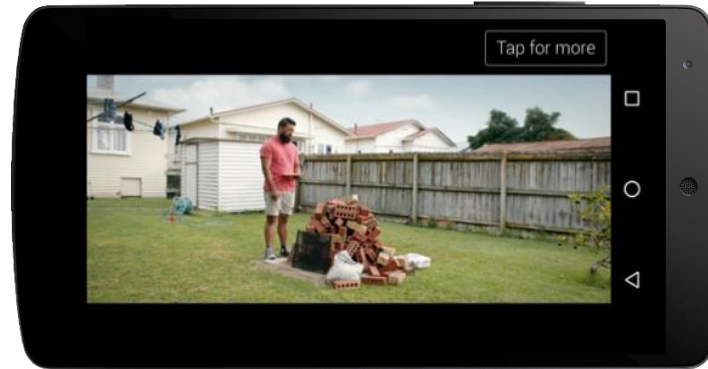
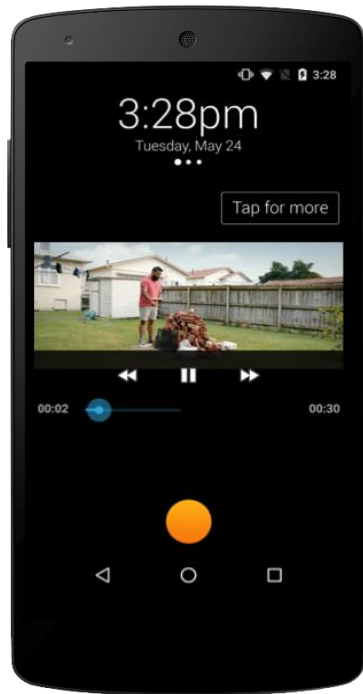
2. The video file

Aspect Ratio	16:9
Video Size	Max 5MB / 30sec
Resolution	Max 1280x720
Video format	MP4



- 1 Users are shown the static creative on their lockscreen
- 2 If a user taps on the call-to-action they're shown the video on their lock screen

# Video Ad features



Additional Notes for Video ads:

- Video is automatically played when the user is on WiFi.
- Sound level is as per the “media player” volume settings on the user’s phone.
- Play/Pause functions are available during video playback. A replay button is displayed at the completion of the video.