Mobile Digital Ads

Mobile Digital ads need to make a big impression on a small screen, and they need to do it at a glance. Optimizing your mobile ad can improve click-through rate dramatically.

Mobile Digital Ad Specs

do it outdoors media's Creative Set uses a blend of the 4 mobile digital ad sizes below as these provide the best campaign performance with abundant inventory

A Creative Set is **4 creative files** in the following sizes:

Creative 1: 320px W x 50px H (Max load size: 25KB)
Creative 2: 320px W x 480px H (Max load size: 75KB)
Creative 3: 300px W x 250px H (Max load size: 50KB)
Creative 4: 728px W x 90px H (Max load size: 75KB)

Accepted file formats: JPG, GIF, PNG, HTML5

Animated & static banners with a 200 KB max file size are accepted

Creative Sets per campaign: 4 maximum

Complimentary creative refresh: 1 every 3 weeks

Creative lead time: 10 business days prior to launch

Do's
&
Don'ts

🟢 **Do display your logo**
Brand recognition is key in allowing viewers to connect with your brand.

🟢 **Do have a CTA (Button suggested for larger sizes)**
Let consumers easily determine where to click and what to expect.

🟢 **Do create a sense of urgency**
Words like "ends soon," "limited time," and "act now" portray a need to respond quickly.

🟢 **Do have a consistent voice and message**
The ad should be an appropriate fit with the post-click experience. Stay true to your brand voice and communicate a consistent message.

🟢 **Do keep text simple**
Do keep text to a minimum with unembellished styling to promote readability and understanding at a glance.

🚫 **Don't cram too much in a small space**
Display ads have fixed sizes so keep your message concise. Be sure that your call to action is legible and easy to see.

🚫 **Don't jump on advertising fads**
Just because there's a new fad doesn't mean it's right for you. If it won't help you reach your target audience, don't waste the time.

Content must be **valuable** to the visitor

Entice the audience to return again and again. If you aren't interested in the content, chances are no one else is either.

Entertaining
Offer exclusive, free content to visitors for engaging with your mTAG

Rewarding
Provide potential customers with deals relevant to their wants and needs

Functional
Present visitors with an app download - a constant reminder of the brand on their mobile device
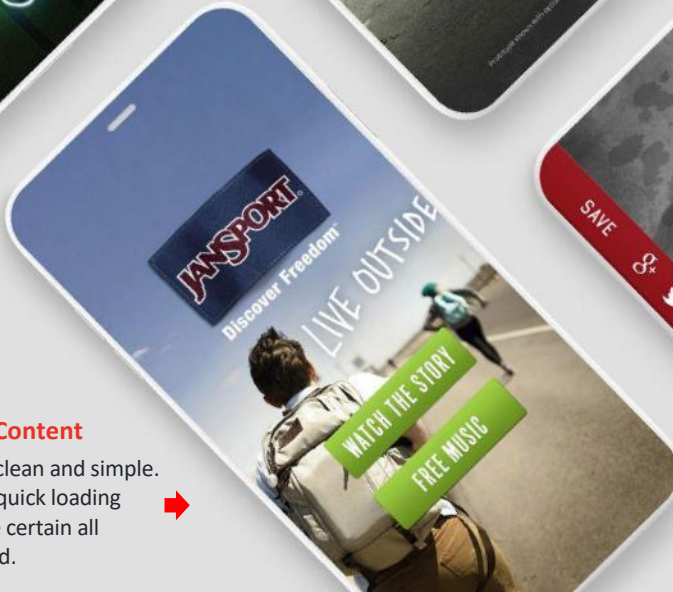
Engage Your Audience

Relevancy and Locality are Key
Visitors are interested in content that is beneficial. Give them what they want by providing valuable, location specific content.

Be Exclusive
Offer exclusive content to engage users in exploring the brand further. Give them content they can't get anywhere else.
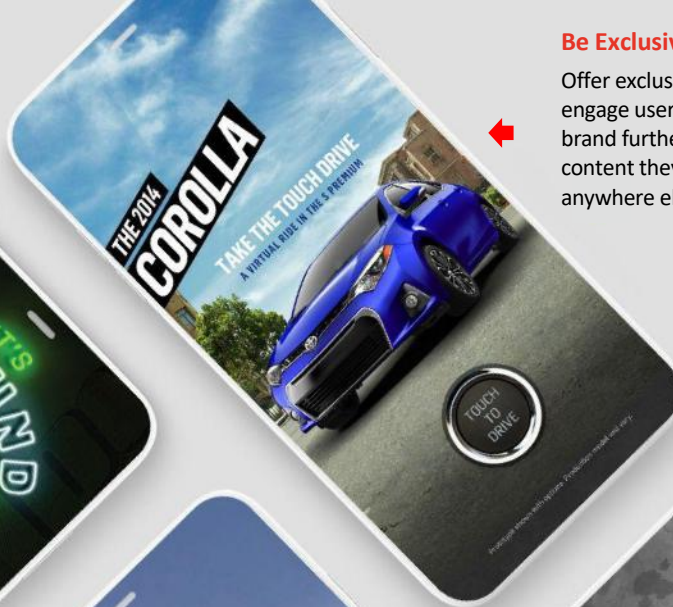
Mobile-optimize Your Content
Keep the mobile interface clean and simple. Opt for simple navigation, quick loading images and limited text. Be certain all content is mobile-optimized.

Make a Lasting Impression
Users look at tons of content daily so show them something they will remember.

Make the Content Responsive

Allow for a seamless brand presence across all platforms. Be sure every visitor experiences the same content by creating a layout that automatically adjusts based on the device accessing it. A responsive mobile experience is incentive to stay longer.

Bring the Brand to Life

Include video content to move viewers through brand messaging in a controlled way. Punctuate key highlights you can't afford your target audience to miss.

Entice Them To Return