



Flipboard Ad Spec

April 2013

Overview

Flipboard full-page ad units are designed to evoke the beauty of print.

Flipboard is available on iPad, iPhone, Android phone and Android tablet. To reach the full addressable audience for a campaign, *you should supply six full-page ad units for each ad creative.*

Frequency Cap: For all campaigns, the frequency cap is set to 1 impression per creative, per hour, per user.

Ad Campaign Creative Requirements:

- ✓ 25% SOV - recommend 2-5 different ad creative
- ✓ 50% SOV - require at least 2 different ad creative
- ✓ 75% SOV - require at least 3 different ad creative
- ✓ 100% SOV - require at least 4 different ad creative

Best Practices for Touch Targets

When the ad is tapped, Flipboard opens an in-app browser to display the specified link.

- ✓ For a given creative, only one click-through URL may be specified for a given device (e.g. all Android Tablet units must point at the same URL)
- ✓ Use **mobile-optimized landing pages** whenever possible (especially for phone UI.)
- ✓ **Custom landing pages** designed for the ad campaign can offer richer user interactions, such as videos.
- ✓ You may provide a **click-tracking URL**, but we do not accept impression trackers.

Full-page Ad Unit Specification

| | iPad Portrait | iPad Landscape | Short Portrait | Tall Portrait | Medium Portrait | Wide Landscape |
|-----------------|----------------------------------|----------------|-------------------------------|---------------|-----------------|----------------------------|
| | 768x1024 | 1024x768 | 640x920 | 640x1096 | 740x1200 | 1340x760 |
| iPad | Required | Required | | | | |
| iPhone | | | Required | Required | | |
| Android Phone | | | Required | | Required | |
| Android Tablet | | | Required | Required | Required | Required |
| Safe Zone Specs | 10px safe zone at top and bottom | | 25px safe zone on all 4 sides | | | 40px safe zone all 4 sides |
| File Size Specs | 250k max JPEG | | | | | |

Best Practices for Ad Creatives

- ✓ **Beautiful imagery.** Bold, colorful photography and dramatic images are most provocative.
- ✓ **Readability.** Type should be at least 32px at retina resolution (equivalent to a 16px on screen) for readability, for black print against white background. Fine print should be at least 24px (equivalent to 12px). For light print against a dark background, consider larger type or boldface.
- ✓ **Clear call to action.** When offering touch targets, creative should have a clear tappable area and messaging.
- ✓ **Required Ad Units.** For an ad creative to be served on a given device, **all** file units marked required for that device must be provided.
- ✓ **App Downloads.** If your click-through URL is for an app store, please ensure that the creatives you submit are flexible enough to appear on any device you are targeting (e.g. show both an Apple App Store and Google Play icon) and then specify the correct URL for the given device.