



FORMATS

- ▶ The iPad ad package must be delivered as a .zip file with an index.html file in its root.
- ▶ Additional folders and files may be placed within the zip file that the index.html file can access.
- ▶ Ads will be executed as full-page HTML, as an interstitial between pages.
- ▶ Ads will be rendered by mobile Safari (the onboard Web browser for the iPad) and therefore must be developed using standard HTML5, Javascript and CSS rendered within mobile Safari.

AD INTERACTIVITY

- ▶ Ads should be static for at least 200ms before interactivity begins.
- ▶ Ads should have a starting state that can be stored as a snapshot by the iPad (to be used as a transitional image).
- ▶ Orientation changes need to be done with CSS @media tags.

FILE	SIZE (PIXELS @ 72DPI)	MAX FILE SIZE	FORMAT REQUIREMENTS
LANDSCAPE	1024x748 (Retina 2048x1496)	5MB	zip file, HTML5
PORTRAIT	768x1004 (Retina 1536x2008)	5MB	.zip file, HTML5
SHARING TOOL	185x50 (Retina 370x100)	25K	.png