

## Video

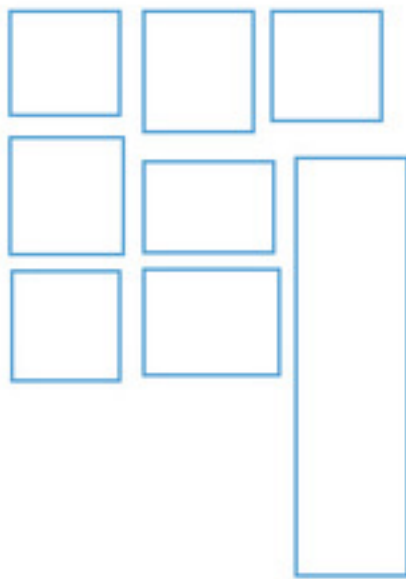


**Maximum length:  
15 to 30 seconds**

Research shows this is the absolute limit for user engagement.

You can send us either a video file or a Youtube link of your trailer.

## Banners



**NOTE:**  
Please send  
**PSD** files.  
Specs in **black**  
are essential.

Size in Pixel	Format	File Size
<b>320 x 480</b>	PNG, GIF, or JPEG	max 49kb
<b>300 x 250</b>	PNG, GIF, or JPEG	max 39kb
<b>800 x 600</b>	PNG, GIF, or JPEG	max 49kb
<b>1024 x 768</b>	PNG, GIF, or JPEG	max 49kb
<b>1136 x 640</b>	PNG, GIF, or JPEG	max 49kb
480 x 320	PNG, GIF, or JPEG	max 49kb
750 x 560	PNG, GIF, or JPEG	max 49kb
600 x 600	PNG, GIF, or JPEG	max 49kb
336 x 280	PNG, GIF, or JPEG	max 49kb
390 x 200	PNG, GIF, or JPEG	max 49kb
960 x 640	PNG, GIF, or JPEG	max 49kb
528 x 320	PNG, GIF, or JPEG	max 49kb
320 x 568	PNG, GIF, or JPEG	max 49kb
568 x 320	PNG, GIF, or JPEG	max 49kb
45 x 45	PNG, GIF, or JPEG	App Icon
<b>320 x 50</b>	PNG, GIF, or JPEG	max 19kb
<b>728 x 90</b>	PNG, GIF, or JPEG	max 49kb
<b>1024 x 90</b>	PNG, GIF, or JPEG	max 49kb
640 x 100	PNG, GIF, or JPEG	max 49kb
768 x 66	PNG, GIF, or JPEG	max 49kb
1024 x 66	PNG, GIF, or JPEG	max 49kb
468 x 60	PNG, GIF, or JPEG	max 49kb
300 x 50	PNG, GIF, or JPEG	max 49kb
320 x 48	PNG, GIF, or JPEG	max 49kb
160 x 600	PNG, GIF, or JPEG	max 49kb
120 x 600	PNG, GIF, or JPEG	max 49kb

## LTV:

**Lifetime  
Value  
Optimization**

Post-install event tracking - IAPs Early engagements e.g. tut. compl. and Continuous engagement events (e.g. level reach) allow us to continuously optimize on a publisher level. Proactively, we are able to increase LTV and maximize ROI on your user acquisition spend (we are integrated with all major tracking solutions).

Please contact your Account Manager directly to set up LTV optimization.