

Ad Unit Specifications

We support the IAB guidelines for digital ad unit placement but not all sizes and types are compatible with our website and mobile apps. Below are the exact placements, file types, and placements we use.

Website

File Types

.JPG, JPEG, .PNG, GIF, SWF

Right Side Top (Site-Wide)

300 x 300 Square
300 x 250 Square
300 x 600 Skyscraper
250 x 600 Skyscraper

Right Side Bottom (Site-Wide)

300 x 300 Square
300 x 250 Square
300 x 600 Skyscraper
250 x 600 Skyscraper

Top Content Leaderboard

800 x 100
728 x 90

Script / HTML5 / iframe

DoubleClick style javascript is accepted for all supported ad types. iframe ad units are accepted also.

Mobile

File Types

.JPG, JPEG, .PNG, GIF

Sizes

300 x 300 Square
300 x 250 Square
800 x 100 Banner
728 x 90 Banner

Email

File Types

.JPG, JPEG, .PNG, GIF

Sizes

800 x 100 Banner
728 x 90 Banner

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How Ad Mediation Can Boost Your Mobile App Revenue

INDUSTRY INSIGHT

FRIDAY, FEBRUARY 06, 2015 · 77 VIEWS

MONETIZE

Posted 19 minutes ago by JOSH SPEYER



Ad mediation, the process of managing inventory allocation to buyers, is often misunderstood by developers. Questions range from "why do I need it?" to "how will it help me?" to "can't I build this myself?" and everything in between. In short, ad mediation allows publishers to better control their ad sales strategy and earn more from their inventory.

The Power of Many

At its core, a mediation platform allows you to easily integrate and manage multiple ad networks for your mobile app. Working with more than one ad network may sound painful but it is essential as your number of users and available ad impressions scales.

An ad network that yields a decent eCPM with 1,000 impressions per day may not yield the same results at 1MM impressions per day. Integrating multiple ad networks and testing new ones allows you to find the best source of buyers for your inventory; all publishers are different, just as the users of their apps are different.

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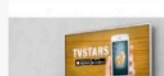
(2 days ago)

The app explosion on mobile has been impressive. Smartphones have been adopted faster than any other technology in living memory. The leading platform, Android, boasts around 1.4 million apps in the Play Store, and Apple's iOS, in second place, is not far behind with 1.1 million apps. The potential opportunity is huge, but numbers don't tell the wh...[Read More](#)



Quaid Media Offers TV Commercial Advertising To App Developers

(1/22/2015 1:00:00 PM)



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DeveloperWeek 2015 to Kick Off in San Francisco with Over 60 Events

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Top Stories for 1/8/2015



From the Editor, Richard Harris

An estimated 20 billion IoT devices are predicted to be online in 2015. That is an insane amount of "smart things" for one year. That means 18,000 new devices are going to come online every day... all over the internet! The obvious thing to me with the IoT boom is, has anyone really stopped to think, well, why of this mass of new "smartness" matters? I'm a tech supporter, but it worries me when I think about our reliance on the one thing that makes all this go... energy. According to a study from SANDIA LABORATORY in 2013, the Internet as it existed then used about 10% of the world's energy, and it's estimated as growing, even though devices are becoming more energy efficient, you still can't escape the sheer volume of enormous IoT connections. It's probably a good thing, and definitely a new frontier for the world, but perhaps we should spend a little more time strengthening the foundation so it's not just the "devices" that are "smart".

Bringing Development and Quality Assurance Teams Together



With the proliferation of mobile apps and their criticality to work and play, pressure to optimize apps with new features is increasing, yet corporate expectations regarding development budgets and policies often remain unchanged. Poor app ratings can directly impact corporate reputations, yet the rush to market makes it difficult to test adequately.

One area where teams do have control of their actions - and can effect beneficial change through them - is by collaborating more effectively. The old practice of programmers working on code until they think it's done and then putting it over the wall to the QA...

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Leaderboard Banner



Suhas Uliyar, Vice President of Mobile Strategy with Oracle, Provides His Predictions on the Future for App Developers and the Mobile Enterprise

I recently had a Q&A session with Oracle's Suhas Uliyar, who serves as the company's Vice President of Mobile Strategy. During the talk Suhas provided insights into what app developers can expect as it relates to the mobile enterprise. Richard: Will there ever be a standard development approach for the enterprise e...

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Aterica's New Technology, VitaT, The World's First EpiPen® Smart Case And App Holds Great Promise

Digital health company, Aterica's new technology, VitaT, the world's first EpiPen® Smart Case and app can help those who suffer with Anaphylaxis. VitaT has a corresponding app and high-tech case for an EpiPen® which uses a cloud-based network to connect. It's not just about VitaT rapid response and notifications during...

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Libertesters Crowd-Based Mobile App Testing Platform Gets New Bug-Tracking-System

The addition of Libertesters latest feature offers the ability to manage an entire bug lifecycle for mobile app developers. Libertesters, a provider of crowd-based, process management tools for mobile applications, just released its new bug-tracking system for its mobile app testing platform. A mobile app developer e...

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The Eye Tribe Cozies Innovation At CES 2015 With The World's First Android Eye Tracking SDK

The Eye Tribe unveiled the world's first Android eye tracking software development kit for OEMs at CES 2015. The innovative 3000 Eye Tracking SDK for Android earned the Best of Innovation Honoree and earned Honoree status in three other Innovation Award categories. The Eye Tribe is also a Top 25 Finalist in the Etc...

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