



Full Screen Ads

Flipboard full screen 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 must supply six full screen ad units for each ad creative concept.*

Best Practices for Optimizing Reach

Varied Creative. For each placement, the Full Screen Ad frequency cap is set to 3 impressions per creative, per device, per user, per day. We require at least 2 different ad creative concepts per campaign, and recommend up to 5. Creative rotation will be even across all active creatives.

Best Practices for Full Screen Ad Touch Targets

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

- For a given creative, we accept click-through URLs by device, not size. 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.

Full Screen Ad Unit Specification Grid

	Mobile Short Portrait	Mobile Tall Portrait	Mobile Medium Portrait	Tablet Portrait	Tablet Landscape	Tablet Wide Landscape
	640x920	640x1096	740x1200	768x1024	1024x768	1340x760
iPad				Required	Required	
iPhone	Required	Required				
Android Phone	Required	Required	Required			
Android Tablet				Required	Required	Required
Required Safe Zone	25px safe zone all 4 sides	25px safe zone all 4 sides	25px safe zone all 4 sides	10px safe zone at top and bottom	10px safe zone at top and bottom	40px safe zone all 4 sides
File Size Specs	250k max JPEG	250k max JPEG	250k max JPEG	250k max JPEG	250k max JPEG	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 16pt for normal text, and 12pt for fine print. For light print against a dark background, consider larger type or boldface. Ensure legibility by previewing assets on a device, particularly smartphone, to make sure any copy is readable.
- 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 Flipboard, all six file units required 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.



Full Screen Ads with Video

A Full Screen Ad with Video requires a full screen ad creative as well as a video source file. Please provide:

1. **Static JPG full screen ad assets** in the 6 sizes defined above. The creatives should include a clear call to action to view the video, such as a video play button.
2. **A separate video file** that adheres to the technical specs below. The video file is uploaded to Flipboard, transcoded, and hosted and served from Flipboard servers.

Video File Specs

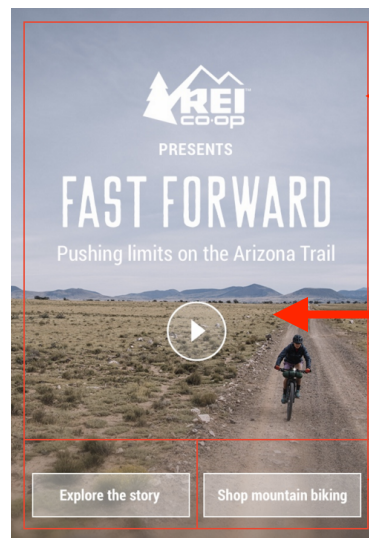
File Format	.mp4
File Size	250 MB max
Video Dimensions	Landscape Option (provide one size): 16:9 1080p: 1920x1080 or 1440p: 2560x1440 OR Vertical Option (provide one size): 9:16 1080p: 1080x1920 or 1440p: 1440x2560
Bitrate (minimums)	1080p: 8Mbps or 1440p: 10 Mbps
Frame Rate	29.97 or 23.98 Constant frame rate only
Video Codec	H.264 Progressive scan (no interlacing)
Audio	AAC-LC Channels: Stereo or Stereo + 5.1 Sample Rate 48 khz or 96 khz
Creative	No black bars, letterboxing, or pillar boxing

Full Screen Ads with Optional Multi-link Buttons

A Full Screen Ad with Multi-link Buttons allows up to three touch targets for a single ad. An ad can have one or two buttons, in addition to the main ad touch target.

The call to action for the additional button(s) must be placed within specific areas defined by Flipboard as the tap through. Ad templates and instructions that outline the tap through areas can be downloaded here: flip.it/multilinkspec.

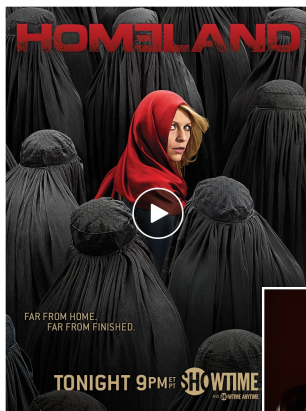
Multi-link is optional; if not used then entire ad will tap through to one destination.



Required Safe Zone
(text and key content are within red border)

Main Ad CTA
(can be placed anywhere in the main ad area)

Multi-link CTA
(one or two additional buttons; must be placed in area defined by Flipboard)



Promoted Stories

A Promoted Story is a native ad container that seamlessly displays brand content with the same form and functionality as the world-class editorial content on Flipboard.

Promoted Stories can include:

- ▶ Articles
- ▶ Videos (hosted via an external video service such as YouTube)
- ▶ Photos / GIFs
- ▶ Products

For each placement, the Promoted Story frequency cap is set to 1 impression per user, per day. Each story has a lifetime frequency cap of 3 impressions per user.

Deliverable Assets: Simply provide the URL(s) of the content to be promoted. The more content the better: best practice is to provide a minimum of 2 pieces of content for each week of the flight.

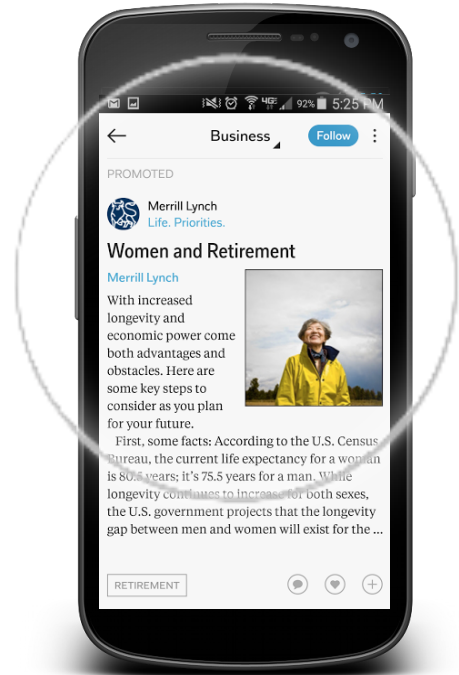
All Promoted Story content will live in a magazine on Flipboard. The source magazine, account and avatar will be displayed with the promoted item.

If your brand does not have an existing Flipboard account, then the following components will be necessary to create a new account:

- ▶ Account Name
- ▶ Account Login Email & Password
- ▶ Account Avatar (high resolution 200x200 PNG or JPEG image)
- ▶ Magazine Title
- ▶ Magazine Cover (assigned from an article or image hosted in the magazine)

URLs that drive to a page with embedded video will display as promoted article stories, not as a video.

PDF links, flash-based webpages or index pages cannot be used for Promoted Stories.



Promoted Story Collections

A Promoted Story Collection is a full screen native ad that assembles multiple Promoted Stories into a single thematic unit with a title, allowing brands to weave a compelling narrative that a single story alone won't accomplish.

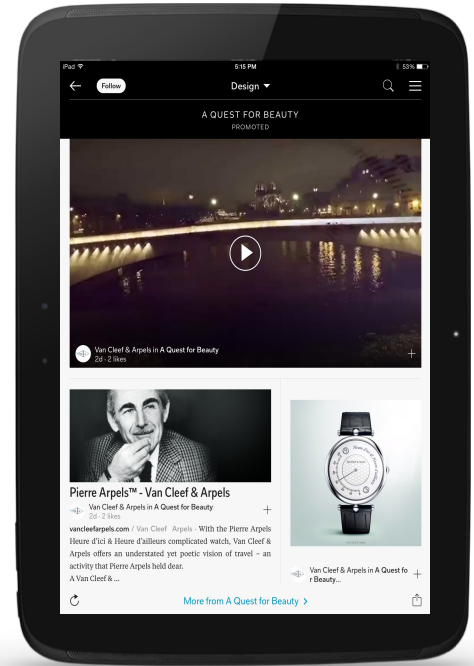
Promoted Collections can include the same type of content as Promoted Stories.

For each placement, the Promoted Story Collection frequency cap is set to 1 impression per user, per day. Each collection has a lifetime frequency cap of 3 impressions per user.

Deliverable Assets: Flipboard requires 3-5 pieces of content per week in the campaign. Please indicate the order in which the content should appear in each weekly collection.

As with single promoted stories, all content within the collection will live in a magazine on Flipboard. Each collection features a "MORE" link that taps through to the magazine to allow readers to dive deeper into your content.

By default, the title of each collection is the same as the magazine hosting your content but it can be customized. You may provide a custom title with no more than 20 characters so that it will display properly on both mobile and tablet devices.



Promoted Video with Cinema Loop

A Promoted Video with Cinema Loop is a full screen native ad container that seamlessly displays a brand's video as content on Flipboard. It features an eye-catching clip from the video and loops it to capture the viewer's attention.

The video itself will play from the beginning once the users taps through.

The title and subtitle beneath the cinema loop allow for a customized call to action and can tap through to the brand's website, brand mag or app store page.

For each placement, the Promoted Video frequency cap is set to 1 impression per user, per day. Each video has a lifetime frequency cap of 3 impressions per user.

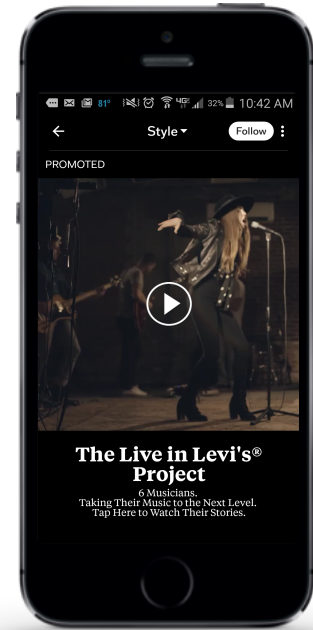
Deliverable Assets: Please provide an existing video asset that adheres to the same video file specs outlined on page 2 of this document.

Additionally, please submit the following components to complete the native ad experience:

- ▶ A title approximately 25 characters or less
- ▶ A subtitle approximately 50 characters or less. Including a clear call to action in your subtitle is highly recommended.
- ▶ The 3-8 second mark from the video to use for the cinema loop

The cinema loop ad is a square preview which displays the center of the video provided. For example, a 1920x1080 .mp4 will be cropped to 1080x1080. Text heavy videos are not recommended, as words are likely to be cut off.

The cinema loop includes a white, centered play button overlay placed by Flipboard.





Third Party Tracking for Full Screen Ads and Promoted Stories, Collections and Video

- Third party impression pixels** from Flipboard certified vendors may be accepted to verify impression delivery on full screen ads as well as promoted stories, collections and video. Accepted vendors are: **DoubleClick, Sizmek, Flashtalking** and **Atlas**. Additional vendors may be accepted upon testing and review. You may provide one impression pixel per full screen creative concept, promoted story, collection or video, per IO placement.
- You may provide **click-tracking URLs** for full screen ads or promoted video that click through to a website. For promoted stories, collections or any ads clicking through to a brand magazine or Flipboard-hosted video, we do not support third party click tracking.

Creative and Tracking Submission Deadlines

- All creative files and tracking must be provided to Flipboard no less than **three business days** prior to campaign launch.
- Please provide third party reporting access to adopsreporting@flipboard.com within **24 hours** of your campaign launch on Flipboard.