



High Impact

Name	Supported Features	Platform	Dimensions	Expanded Dimensions	Inventory Size/ Unit Dimensions	Examples	Build
High Impact Billboard		Desktop	970x250	-	970x250	<a href="https://miqcreate.com/us/gallery/#%20billboard">https://miqcreate.com/us/gallery/#%20billboard</a>	MIQ Create
Interscroller		Mobile	750x1333	-	300x250	<a href="https://miqcreate.com/us/gallery/#%20interscroller">https://miqcreate.com/us/gallery/#%20interscroller</a>	
Interstitial	<ul style="list-style-type: none"> <li>• 360 Video</li> <li>• Games</li> <li>• Animation</li> <li>• Store locator</li> <li>• Multiple CTA</li> <li>• Image gallery</li> <li>• Product gallery</li> <li>• 360 product view</li> <li>• Information Input</li> <li>• Countdown</li> <li>• Save to calendar</li> </ul>	Mobile	750x1333	-	320x480	<a href="https://miqcreate.com/us/gallery/#%20interstitial">https://miqcreate.com/us/gallery/#%20interstitial</a>	
Mobile Engage		Mobile	300x250, 320x50, 300x50	750x1500	300x250, 320x50, 300x50	<a href="https://miqcreate.com/us/gallery/#%20mobile-engage">https://miqcreate.com/us/gallery/#%20mobile-engage</a>	
Desktop Engage		Desktop	728x90, 300x250, 300x600, 970x250	960x600	728x90, 300x250, 300x600, 970x250	<a href="https://miqcreate.com/us/gallery/#%20desktop-engage">https://miqcreate.com/us/gallery/#%20desktop-engage</a>	
Locator Unit		Desktop, Mobile	Interstitial, Mobile Engage or 300x600		320x480, 300x250, 320x50, 300x50, 300x600	<a href="https://miqcreate.com/us/gallery/#%20store-locator">https://miqcreate.com/us/gallery/#%20store-locator</a>	
Mobile Skin		Mobile	Pre-expanded: 700x700, Expanded: 750x1333, Bumper: 700x200		300x600	<a href="https://miqcreate.com/us/gallery/#%20mobile-skin">https://miqcreate.com/us/gallery/#%20mobile-skin</a>	
Desktop Skin		Desktop	Left & Right: 240-1000x2400, Center: 2000x870, Top: 2000x500		970x250	<a href="https://miqcreate.com/us/gallery/#%20desktop-skin">https://miqcreate.com/us/gallery/#%20desktop-skin</a>	
Desktop Footer		Desktop	Pre-expanded: 2880x180, Expanded: 2880x800		970x250	N/A	
Video Overlay		Desktop	Top: 1600x200, Side: 200x900		1280 x 720 (16:9), 640 x 480 (4:3)	<a href="https://miqcreate.com/us/gallery/#%20overlay">https://miqcreate.com/us/gallery/#%20overlay</a>	
Interactive Video		Desktop	Full: 1920x1080, Top: 1600x200, Side: 200x900		1280 x 720 (16:9), 640 x 480 (4:3)	<a href="https://miqcreate.com/us/gallery/#%20interactive">https://miqcreate.com/us/gallery/#%20interactive</a>	
Video Shell/Wrap		Desktop	N/A		1280 x 720 (16:9), 640 x 480 (4:3)	<a href="https://miqcreate.com/us/gallery/#%20shell">https://miqcreate.com/us/gallery/#%20shell</a>	
DCO		Desktop, Mobile	300x600, 300x250, 728x90, 320x50		300x600, 300x250, 728x90, 320x50	N/A	

REACH OUT TO CREATIVE BEFORE PITCHING \*ANY\* HIGH IMPACT

If MIQ Creative Build		
Assets	Details	Required
Logos	png, ai, psd, jpg	Y
Fonts	off, ttf	Y
Images	High res jpg, png, tiff	Y
Videos	High res mp4, mov	Y
Copy	Approved copy only	Y
CTA	Approved CTA only	Y
Pre-built Designs	PSD files accepted only	N

If MIQ Creative Build - SLAs	
All Creative Builds* <i>*except the below</i>	Initial Design: 5 days Design Revisions Turnaround: 24 hours Initial Development: 5 days Development Revisions Turnaround: 24 hours Trafficking: 24 – 48 hours
Chatbots	Initial Design: 5 days Design Revisions Turnaround: 24 hours Initial Development: 5 days Development Revisions Turnaround: 24 hours Trafficking: 3 - 4 Days
Custom Games	Initial Design: 5 days Design Revisions Turnaround: 24 hours Initial Development: 7 days Development Revisions Turnaround: 24 hours Trafficking: 24 – 48 hours

Accepted Units	If Creative is an Image		If Creative is HTML5				Animation			Expandable or Interstitial	Click Through	Secure (https)
	File Type	Max File Size	File Type	Max Back Up Image Size	Max Initial File Size	Max Polite File Size	Max Animation	Max Loops	Frame Rate			
High Impact Billboard	png, jpg, gif	200KB	HTML5	40KB	200KB	2.2MB	30 seconds	3 loops	24 frames per second	Close button required	New Window [blank]	All elements must be SSL compliant. This includes tracking pixels, ad responses, and fourth-party calls. Note that the landing page does not need to be secure.
Mobile Expandable												