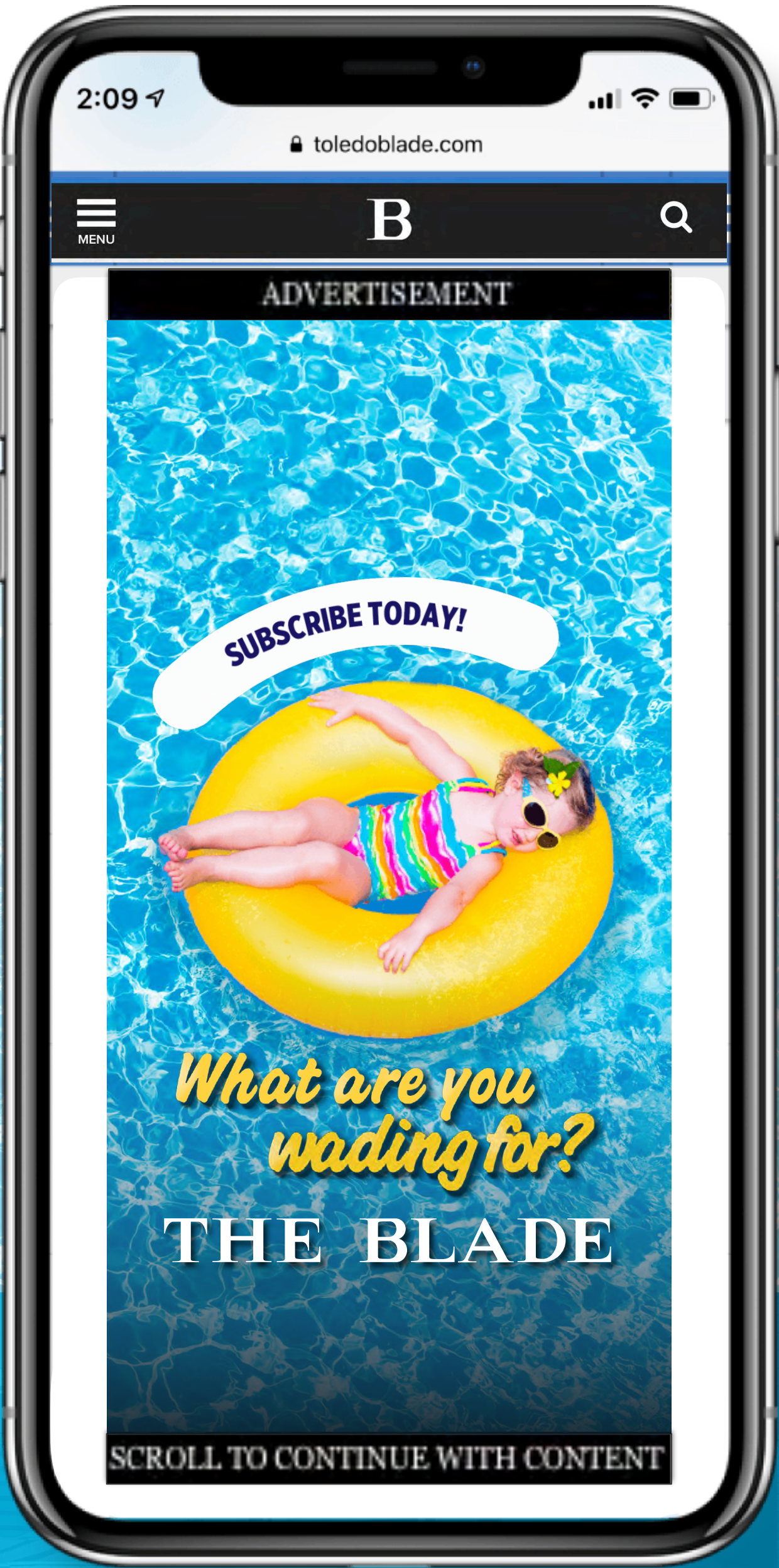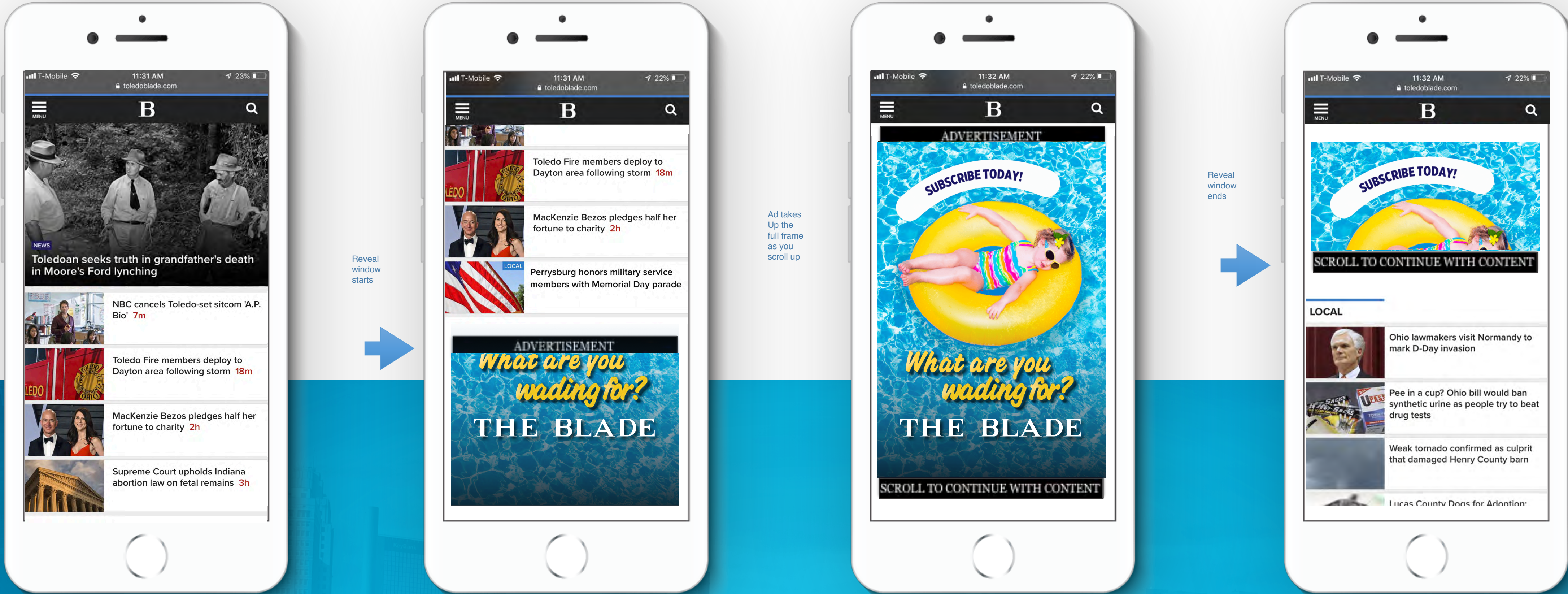THE BLADE

MOBILE REVEAL
SPECS + GUIDELINES

Q1-January-2020

Mobile Reveal Ads

■ Stand out on toledoBlade.com with a high impact reveal ad for mobile. These ad units take up the length of the mobile screen as users scroll through news stories and headlines. It is a less invasive but more "revealing" ad that gives consumers a front row seat to your brand.

- **Mobile device high impact**
- **Modern and visually attractive**
- **Effortless user experience**

Scrolling Example

Reveal window starts

Ad takes Up the full frame as you scroll up

Reveal window ends

As the consumer scrolls up, your ad will reveal as if it were behind the content.
Once the reveal frame reaches the top, your ad will take up the full frame of the screen.

Mobile Reveal Specs

- Full Size: 480 x 740 pixels
- Background suggestions: Pattern, image, solid color, gradient, etc.
- Text or important content should go inside of the safe zone window to prove

Safe Zone Window
- Size: 300 x 488 pixels (centered) (126px from top, 90px from the side)
- Text, icons, and important content should be within this safe zone to keep from getting cut off.
- Recommended minimum font size: 20 px

View interactive examples at
http://www.blademediakit.com/high-impact-ads/