

Mobile Creative Specifications

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Mobile

Last verified: 2026-08-02

WHAT TO SEND CPHERE

- Final platform-ready creative
- Approved copy and CTA
- Destination URL and tracking parameters
- Brand and legal requirements

Mobile Display / DISPLAY

In-App and Mobile Web

[REQUIRED] Contract inheritance: StackAdapt publishes no distinct mobile creative contract: mobile delivery inherits the Display contract (sizes span desktop, mobile, and tablet incl. 320x50), Native in-app placements, and Video in-app interstitials

[RECOMMENDED] Smartphone banners: 300x50 and 320x50 at 50 KB initial load / 100 KB subload pixels

[RECOMMENDED] Mobile interstitials: 640x1136, 750x1334, or 1080x1920 at 300 KB initial load / 600 KB subload pixels

[RECOMMENDED] Medium rectangle: 300x250 at 150 KB initial load / 300 KB subload; tablet 728x90 at 150/300 KB pixels

[RECOMMENDED] Pixel density: Supply assets at 2x pixel density for high-DPI screens

[REQUIRED] Executing-platform limits: 320x50 supported with JPG/PNG/GIF/HTML5 at 750 KB maximum

[RECOMMENDED] Mobile design guidance: Rewarded/opt-in video runs exclusively in-app on mobile; 320x480 half-page and swipe units are referenced as design guidance; 12-20pt fonts recommended

[PLACEMENT DEPENDENT] 320x480 interstitial technical contract: verification required - Referenced only as design guidance; the binding technical contract is in the login-gated StackAdapt help center.

VERIFICATION NOTICE

Specifications are sourced from official platform documentation and regularly reviewed. Platform requirements may change; always confirm the Last Verified date before final delivery.

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OFFICIAL SOURCES

StackAdapt: Display advertising platform: creative requirements -

<https://www.stackadapt.com/display-advertising>

IAB: New Ad Portfolio: Fixed Size Ad Specifications -

https://www.iab.com/wp-content/uploads/2019/04/IABNewAdPortfolio_LW_FixedSizeSpec.pdf

StackAdapt: Guide to Designing Ads for Mobile -

<https://www.stackadapt.com/resources/blog/designing-for-mobile>