

Ad specifications

Mobile Media

Dial up the engagement with creative formats for some of our best T-Mobile real estate. Stand out with immersive video-first formats, just one swipe away from the home screen. Help get your message seen by millions daily on the first page of the Chrome browser. Or put your brand alongside the latest news, sport, entertainment and weather on the go-to discovery app for our Android customers.

Display

	MetroZone/TWeb/MWeb	T-Mobile Play / Metro Play
Size	320x50, 320x100, 300x250	300x100, 320x100, 300x50
File Type	JPG/GIF/PNG	JPG/GIF/PNG
File Size Limit	150k Initial / 300k polite	150k Initial / 300k polite
Static/Fallback Image Size Limit	60k	60k
Max Animation Length	: 15 seconds	: 15 seconds
In-Banner Video Supported?	300x250 only	300x250 only
Video Length (in seconds)	: 30 max	: 30 max
Aspect Ratio	16 : 9	16 : 9
Max Frame Rate	30 FPS	30 FPS
Video Bitrate (Minimum)	10 Mbps	10 Mbps
Audio Bitrate	Uncompressed	Uncompressed
Volume (kHz & db)	44 . 1 kHz	44 . 1 kHz

Video

	Outstream Video <small>TWeb/MWeb</small>	Instream Video <small>T-Mobile Play / Metro Play</small>
Size	300x250v	400x300v, 640x360v, 640x480v, 960x540v, 1280x720v
File Type	VAST (no VPaid support)	VAST (no VPaid support)
File Size Limit	150k Initial / 300k polite	30 MB
Static/Fallback Image Size Limit	At least 256 pixels in both longer or shorter dimensions	n/a
In-Banner Video Supported?	Wifi only	n/a
Video Length (in seconds)	: 30 max	: 60 max
Max Video File Size	30 MB	30 MB
Aspect Ratio	16 : 9 / 4 : 3	16 : 9
Max Frame Rate	30 FPS	30 FPS
Video Bitrate (Minimum)	10 Mbps	10 Mbps
Audio Bitrate	Uncompressed	Uncompressed
Volume (kHz & db)	44 . 1 kHz	44 . 1 kHz

Ad specifications

Rideshare

Help get your message out to potentially millions of Uber and Lyft passengers through our interactive rideshare video advertising platform. Geo-boost within targeted areas and deliver different content based on vehicle location. Discover our partnership with Octopus—the nation’s largest network of rideshare entertainment screens.

Video

Sizes	1920x1080, 1280x720, 650x540 or 640x360
File Type	.mp4
Aspect Ratio	16 : 9
Video Bitrate (if requested)	5000 kbps using h.264 codec
Audio Bitrate (for video above)	48000 Hz using AAC
3p tags supported	yes, VAST (no VPAID support)
Min. budget for custom creative	\$50k