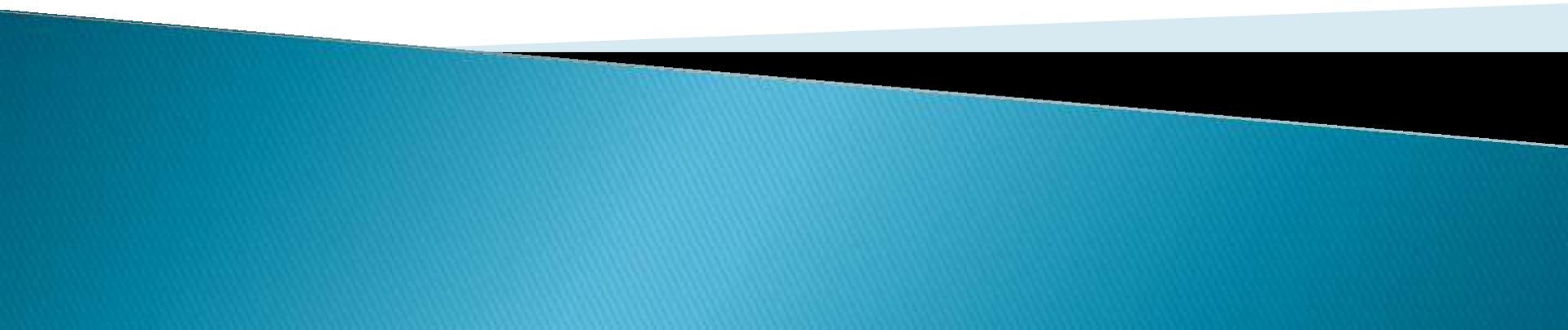
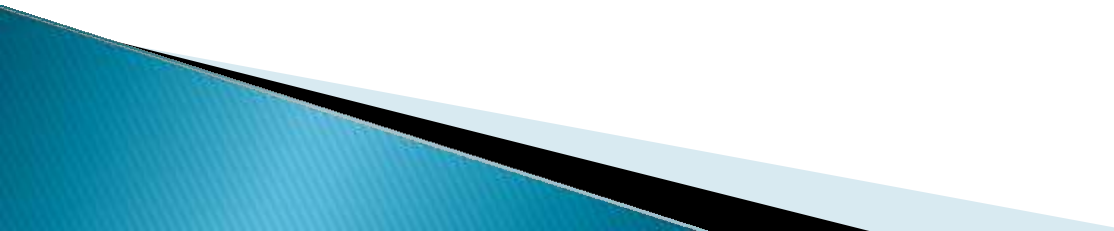


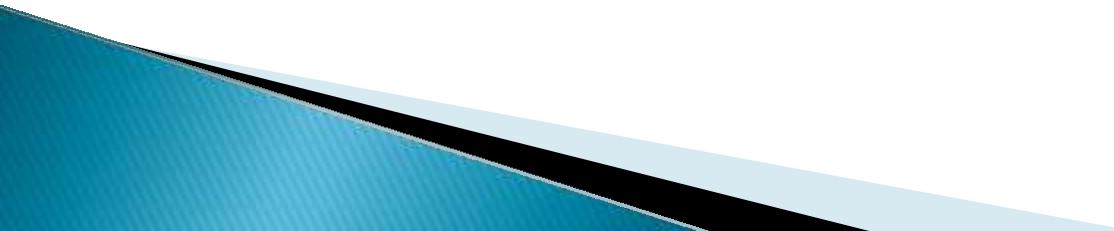
Types of Mobile Advertising



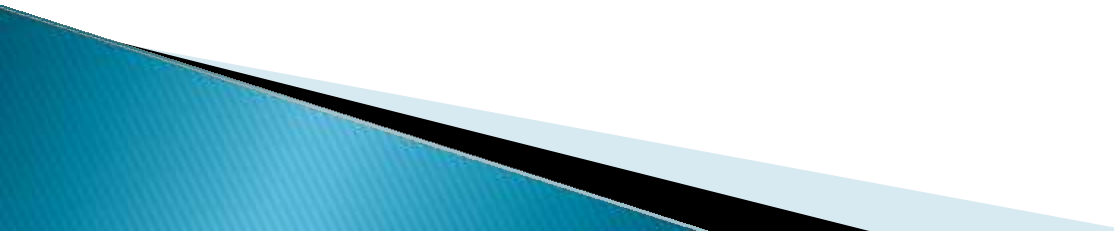
The Growth of Mobile Advertising

- In the past decade, mobile advertising has grown tremendously and is poised to overtake desktop advertising in total dollars spent.
 - Just think about your own internet use. Do you use your phone or computer more to research, watch media, pay bills? Most people at this point use their smart phones more.
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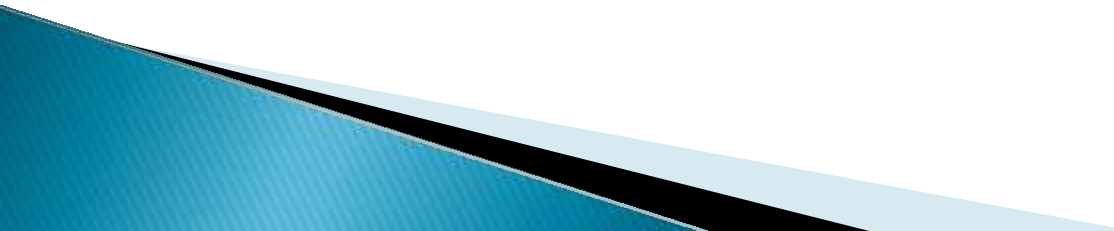
Banner Ads

- Most common mobile ad type.
 - Mobile advertisers may put ads on top or bottom banner of a page or app.
 - They are designed to be clean and more broad to provide users with an overview of a particular business.
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Interstitial Ads

- ❑ Takes up entire screen. This is why they're also known as full-screen ads.
 - ❑ Increases engagement, but must be more focused and feature quality content.
 - ❑ Good for high quality images and messaging.
- 

Video Ads

- Plays before media like YouTube
 - Also featured on pages and apps where they can be expanded and played when tapped.
 - Features high user engagement but content must be compelling in order to not annoy the user.
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Native Ads

- An ad designed not to look like an ad.
 - It mirrors content and tone of page or app.
 - Native ad formats include content wall, app wall, news feed, and content stream.
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