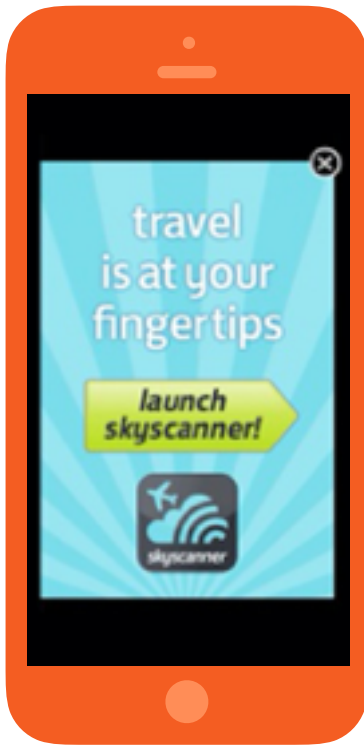


## Overview

The term “interstitial” originated from the desktop world as it refers to the ‘in-between’ page that is inserted in the normal flow of content. In mobile, an interstitial ad simply means a full screen ad. These ads can appear between levels of a game, before or after a video clip, or in other dynamic placements.



## Ad sizes

### Phones

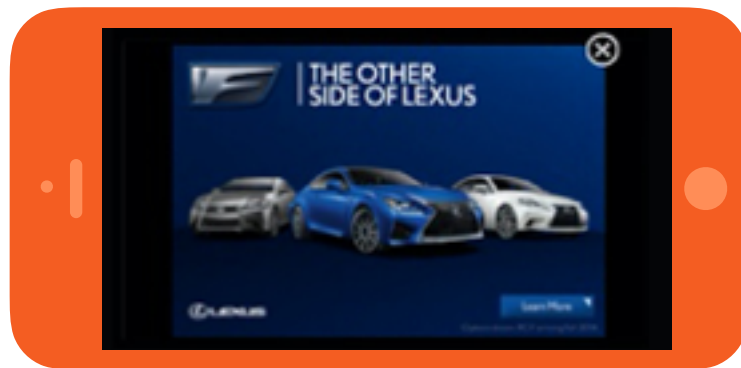
- 320x480 (portrait)
- 480x320 (landscape)

### Tablets

- 768x1024 (portrait)
- 1024x768 (landscape)

## Creative Types

- Static images
- MRAID 1.0 and 2.0
- VAST and MRAID video



## Benefits

### More brand awareness

This ad unit offers more real estate and requires users to close the ad in order to continue their session. The end result is a more interactive experience for increased brand awareness.

### Optimal performance

Click-through rates are generally higher than traditional banner ads. Because the ads take over the entire screen, consumers are more drawn into the experience to engage with the content.

### Minimal Customization

The MoPub SDK automatically renders the functionality that allows users to close out of the ad, which means you don't have to build any additional functionalities into the ad creatives.

## Getting started

It's simple. Test your bidder in the MoPub Demand Platform and with the MoPub Sample App. Flip on the display filter in the MoPub Demand Platform to start receiving interstitial inventory. Get in touch with our team of mobile experts for help.