




## WAP Site Banner Sizes and Formats

To provide an optimal experience on the variety of screen sizes and handsets in the market, WPNI requests that each advertiser provide four versions of their banner. Please follow the MMA guidelines below.

MMA Banner	Device Screen size	Ad Specification
X-Large Image Banner	320 pixels wide x 320 pixels tall	305 x 64 pixels <3k file size 
Large Image Banner	240 x 320	215 x 34 pixels <2k file size 
Medium Image Banner	176 x 208	167 x 30 pixels <2k 
Small Image Banner	128 x 160	112 x 20 pixels <1k 