

Q1

JANUARY

	M	T	W	T	F	S	S
1	29	30	31	1	2	3	4
2	5	6	7	8	9	10	11
3	12	13	14	15	16	17	18
4	19	20	21	22	23	24	25

FEBRUARY

	M	T	W	T	F	S	S
5	26	27	28	29	30	31	1
6	2	3	4	5	6	7	8
7	9	10	11	12	13	14	15
8	16	17	18	19	20	21	22

MARCH

	M	T	W	T	F	S	S
9	23	24	25	26	27	28	1
10	2	3	4	5	6	7	8
11	9	10	11	12	13	14	15
12	16	17	18	19	20	21	22
13	23	24	25	26	27	28	29

Q2

APRIL

	M	T	W	T	F	S	S
14	30	31	1	2	3	4	5
15	6	7	8	9	10	11	12
16	13	14	15	16	17	18	19
17	20	21	22	23	24	25	26

MAY

	M	T	W	T	F	S	S
18	27	28	29	30	1	2	3
19	4	5	6	7	8	9	10
20	11	12	13	14	15	16	17
21	18	19	20	21	22	23	24
22	25	26	27	28	29	30	31

JUNE

	M	T	W	T	F	S	S
23	1	2	3	4	5	6	7
24	8	9	10	11	12	13	14
25	15	16	17	18	19	20	21
26	22	23	24	25	26	27	28

Q3

JULY

	M	T	W	T	F	S	S
27	29	30	1	2	3	4	5
28	6	7	8	9	10	11	12
29	13	14	15	16	17	18	19
30	20	21	22	23	24	25	26

AUGUST

	M	T	W	T	F	S	S
31	27	28	29	30	31	1	2
32	3	4	5	6	7	8	9
33	10	11	12	13	14	15	16
34	17	18	19	20	21	22	23
35	24	25	26	27	28	29	30

SEPTEMBER

	M	T	W	T	F	S	S
36	31	1	2	3	4	5	6
37	7	8	9	10	11	12	13
38	14	15	16	17	18	19	20
39	21	22	23	24	25	26	27

Q4

OCTOBER

	M	T	W	T	F	S	S
40	28	29	30	1	2	3	4
41	5	6	7	8	9	10	11
42	12	13	14	15	16	17	18
43	19	20	21	22	23	24	25

NOVEMBER

	M	T	W	T	F	S	S
44	26	27	28	29	30	31	1
45	2	3	4	5	6	7	8
46	9	10	11	12	13	14	15
47	16	17	18	19	20	21	22
48	23	24	25	26	27	28	29

DECEMBER

	M	T	W	T	F	S	S
49	30	1	2	3	4	5	6
50	7	8	9	10	11	12	13
51	14	15	16	17	18	19	20
52	21	22	23	24	25	26	27

2027

JAN						
WK	M	T	W	T	F	S
1	28	29	30	31	1	2
2	4	5	6	7	8	9
3	11	12	13	14	15	16
4	18	19	20	21	22	23
5	25	26	27	28	29	30
FEB						
WK	M	T	W	T	F	S
6	1	2	3	4	5	6
7	8	9	10	11	12	13
8	15	16	17	18	19	20
9	22	23	24	25	26	27
MAR						
WK	M	T	W	T	F	S
10	1	2	3	4	5	6
11	8	9	10	11	12	13
12	15	16	17	18	19	20
13	22	23	24	25	26	27
APR						
WK	M	T	W	T	F	S
14	29	30	31	1	2	3
15	5	6	7	8	9	10
16	12	13	14	15	16	17
17	19	20	21	22	23	24
MAY						
WK	M	T	W	T	F	S
18	26	27	28	29	30	1
19	3	4	5	6	7	8
20	10	11	12	13	14	15
21	17	18	19	20	21	22
22	24	25	26	27	28	29
JUN						
WK	M	T	W	T	F	S
23	31	1	2	3	4	5
24	7	8	9	10	11	12
25	14	15	16	17	18	19
26	21	22	23	24	25	26
JUL						
WK	M	T	W	T	F	S
27	28	29	30	1	2	3
28	5	6	7	8	9	10
29	12	13	14	15	16	17
30	19	20	21	22	23	24
AUG						
WK	M	T	W	T	F	S
31	26	27	28	29	30	31
32	2	3	4	5	6	7
33	9	10	11	12	13	14
34	16	17	18	19	20	21
35	23	24	25	26	27	28
SEP						
WK	M	T	W	T	F	S
36	30	31	1	2	3	4
37	6	7	8	9	10	11
38	13	14	15	16	17	18
39	20	21	22	23	24	25
OCT						
WK	M	T	W	T	F	S
40	27	28	29	30	1	2
41	4	5	6	7	8	9
42	11	12	13	14	15	16
43	18	19	20	21	22	23
44	25	26	27	28	29	30
NOV						
WK	M	T	W	T	F	S
45	1	2	3	4	5	6
46	8	9	10	11	12	13
47	15	16	17	18	19	20
48	22	23	24	25	26	27
DEC						
WK	M	T	W	T	F	S
49	29	30	1	2	3	4
50	6	7	8	9	10	11
51	13	14	15	16	17	18
52	20	21	22	23	24	25
JAN						
WK	M	T	W	T	F	S
1	27	28	29	30	31	1

COMMON MEDIA SPECS

DISPLAY BANNERS

Dimensions (desktop)	728x90, 300x250, 160x600 (standard sizes) 120x600, 300x600
Dimensions (mobile)	320x50, 300x50 (smartphone banner, most common), 320x480, 480x320 (smartphone interstitial), 300x250 (mobile interstitial, tablet in-app, mobile web), 728x90 (tablet only) 1024x768, 768x1024 (tablet interstitial)
File Size	1024 KB (1MB) max for each image. 25 MB for ZIP files
File Type	JPG, GIF, PNG
Animation Length:	No more than 15 seconds and/or 3 loops
Border:	Clear or non-white color

AUDIO ADS

File Types	MP3, OGG, or AAC in an MPEG-4 container (.m4a, .mp4, .aac)
Length	No technical requirement for file length, but there may be very few inventory opportunities for files over 60 seconds
Max File Size	100 MB

OTT/CTV VIDEO ADS

Ad Sizes	Minimum height of 144px Maximum Dimensions: 4096x2048 (horizontal), 2048x4096 (vertical) Recommend to upload videos that are 1920x1080 for 16:9 content and 1440x1080 for 4:3 content. Avoid uploading videos that are ultra-high definition (UHD), 4K or higher resolution.
Aspect Ratio	16:9 or 4:3
File Size	100 MB Max
Length	:15 or :30 seconds
Aspect Ratio	4:3 standard (960x720, 1440x1080); 16:9 widescreen (1280x720)
Other	Progressive (not interlaced) format

2028

JAN						
WK	M	T	W	T	F	S
1	27	28	29	30	31	1
2	3	4	5	6	7	8
3	10	11	12	13	14	15
4	17	18	19	20	21	22
5	24	25	26	27	28	29
FEB						
WK	M	T	W	T	F	S
6	31	1	2	3	4	5
7	7	8	9	10	11	12
8	14	15	16	17	18	19
9	21	22	23	24	25	26
MAR						
WK	M	T	W	T	F	S
10	28	29	1	2	3	4
11	6	7	8	9	10	11
12	13	14	15	16	17	18
13	20	21	22	23	24	25
APR						
WK	M	T	W	T	F	S
14	27	28	29	30	31	1
15	3	4	5	6	7	8
16	10	11	12	13	14	15
17	17	18	19	20	21	22
18	24	25	26	27	28	29
MAY						
WK	M	T	W	T	F	S
19	1	2	3	4	5	6
20	8	9	10	11	12	13
21	15	16	17	18	19	20
22	22	23	24	25	26	27
JUN						
WK	M	T	W	T	F	S
23	29	30	31	1	2	3
24	5	6	7	8	9	10
25	12	13	14	15	16	17
26	19	20	21	22	23	24
JUL						
WK	M	T	W	T	F	S
27	26	27	28	29	30	1
28	2	3	4	5	6	7
29	9	10	11	12	13	14
30	16	17	18	19	20	21
31	23	24	25	26	27	28
AUG						
WK	M	T	W	T	F	S
32	31	1	2	3	4	5
33	7	8	9	10	11	12
34	14	15	16	17	18	19
35	21	22	23	24	25	26
SEP						
WK	M	T	W	T	F	S
36	28	29	30	31	1	2
37	4	5	6	7	8	9
38	11	12	13	14	15	16
39	18	19	20	21	22	23
OCT						
WK	M	T	W	T	F	S
40	25	26	27	28	29	30
41	2	3	4	5	6	7
42	9	10	11	12	13	14
43	16	17	18	19	20	21
44	23	24	25	26	27	28
NOV						
WK	M	T	W	T	F	S
45	30	31	1	2	3	4
46	6	7	8	9	10	11
47	13	14	15	16	17	18
48	20	21	22	23	24	25
DEC						
WK	M	T	W	T	F	S
49	27	28	29	30	1	2
50	4	5	6	7	8	9
51	11	12	13	14	15	16
52	18	19	20	21	22	23
53	25	26	27	28	29	30


MOSAIC
MEDIA