

Introduction of Lock Screen

1 Basic Information

1.1 Listing area

In IN and ID need (special approval)

	A	B
1	GEO ID	GEO
2	AE	United Arab Emirates
3	AR	Argentina
4	AU	Australia
5	BD	Bangladesh
6	BE	Belgium
7	BH	Bahrain
8	BO	Bolivia
9	BR	Brazil
10	CH	Switzerland
11	CL	Chile
12	CO	Colombia
13	CR	Costa Rica
14	DE	Germany
15	DK	Denmark
16	DO	Dominican Republic
17	DZ	Algeria
18	EC	Ecuador
19	EE	Estonia
20	EG	Egypt
21	ES	Spain
22	FI	Finland
23	FR	France
24	GB	United Kingdom
25	GE	Georgia
26	GR	Greece
27	GT	Guatemala
28	HN	Honduras

29	HR	Croatia
30	ID	Indonesia
31	IL	Israel
32	IN	India
33	IQ	Iraq
34	IT	Italy
35	JM	Jamaica
36	JO	Jordan
37	JP	Japan
38	KE	Kenya
39	KR	South Korea

1.2 Pricing Card

Support CPC and CPI model for both

The bid is the same as the Icon, native placement

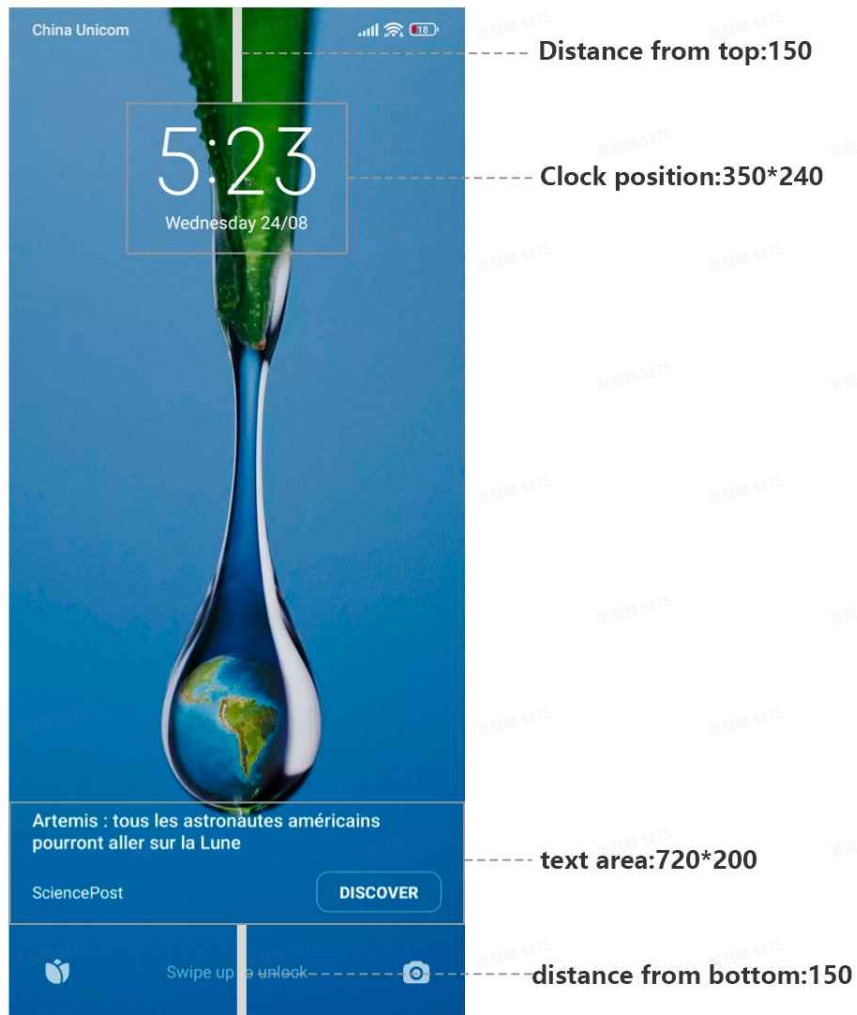
2 Ad Format

2.1 Material standard: In Europe, Southeast Asia, Latin America, Middle East, etc.

Material requirements for delivery regions (**different regions have different requirements**)

- Icon: format jpg/png/jpeg, picture size 84*84, file size<=100KB
- Picture: format jpg/png/jpeg, picture size 720*1600, file size<=500KB
- Ad title: no more than 30 characters
- Ad description: no more than 80 characters
- Button text: no more than 15 characters

Overall size of the wallpaper:720*1600



- Wallpaper: The top of the delivered material needs to leave blank space for the top clock and copy area, otherwise it will be blocked.
- Copywriting: Provide users with valuable information (problem-solving orientation), interrogative sentences, emoji, local hot words, etc.

Bad Case (The clock area is blocked, affecting the delivery effect)



2.2 Material standard: In IN, ID

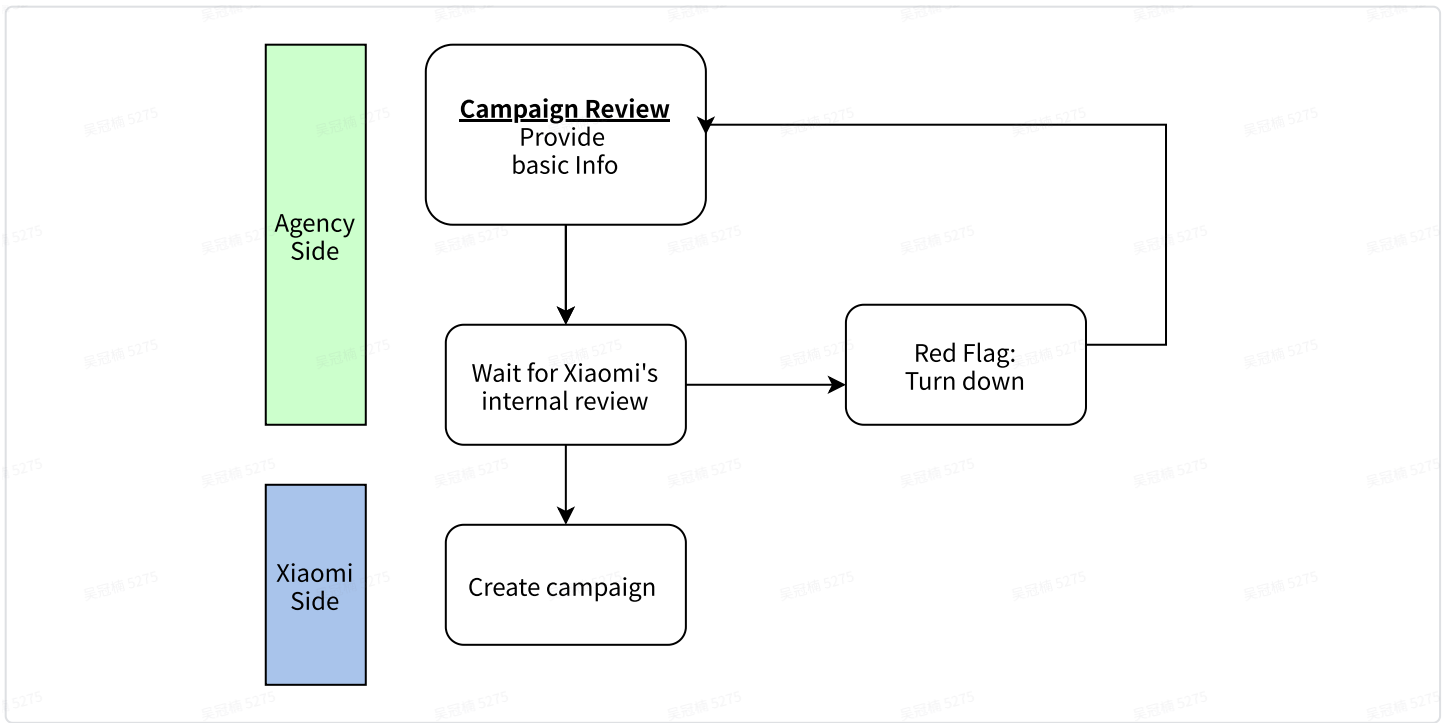


lock screen specs.

image	format	png/jpeg
	size	1440 x 2560
	safe zone margins	vertical: 630px horizontal: 160px
	resolution	min 721 pi
	file size	max 1 mb
1 headline	length	max: 40 characters
2 summary	length	max: 150 characters
3 advertiser name*	length	max: 15 characters
4 cta*	length	max: 09 characters

*to be shared in text format: gets placed on the visual as a part of platform overlays.

3 Launch Process



Basic info include:

	A	B	C	D	E	F	G	H	I	
1	Material 1	Material 2	Client	country	release peroid	local time	Title	Description	Button Text	Trackir link