

Introduction of Splash

1 Basic Information:

1.1 Feature:

The ad style displayed in full screen when the app is opened, which belongs to the brand ad;
We Only support CPM

1.2 category requirements

Real money, loans, and VPN products are not supported

1.3 Regional restrictions

IN be banned

1.3 Pricing Card


	A	B	C
1	Xiaomi Branding Ads Quotation		
2	Countries	continent	CPM
3	Germany	Western Europe	\$7.00
4	UK		
5	Italy		
6	France		
7	Portugal		
8	Netherlands		
9	Switzerland		
10	Belgium		
11	Spain		
12	Russia&CIS		
13	Poland, Sweden,	Eastern Europe	\$3.00
14	Finland, Czech Republic		
15	Vietnam, Philippines, Laos,	SEA	\$3.00
16	Thailand, Cambodia,		
17	Indonesia	Southeast Asia	\$3.00
18	Mexico, Colombia,	Latin America	\$4.00

19	Chile, Argentina		
20	Saudi Arabia, Egypt,	Middle East & Africa	\$5.00
21	Yemen, Iraq, Iran		

2 Ad Format

We support Splash screen&Splash Video(The problem of slow loading overseas is more serious, it is recommended to use Icon)

2.1 Splash screen

Screenshots	Elements
	<ul style="list-style-type: none"> • No Title and Description • ICON: <ul style="list-style-type: none"> ○ format: jpeg,png,jpg ○ size: 1080*1920 ○ <= 500KB

2.2 Splash Video

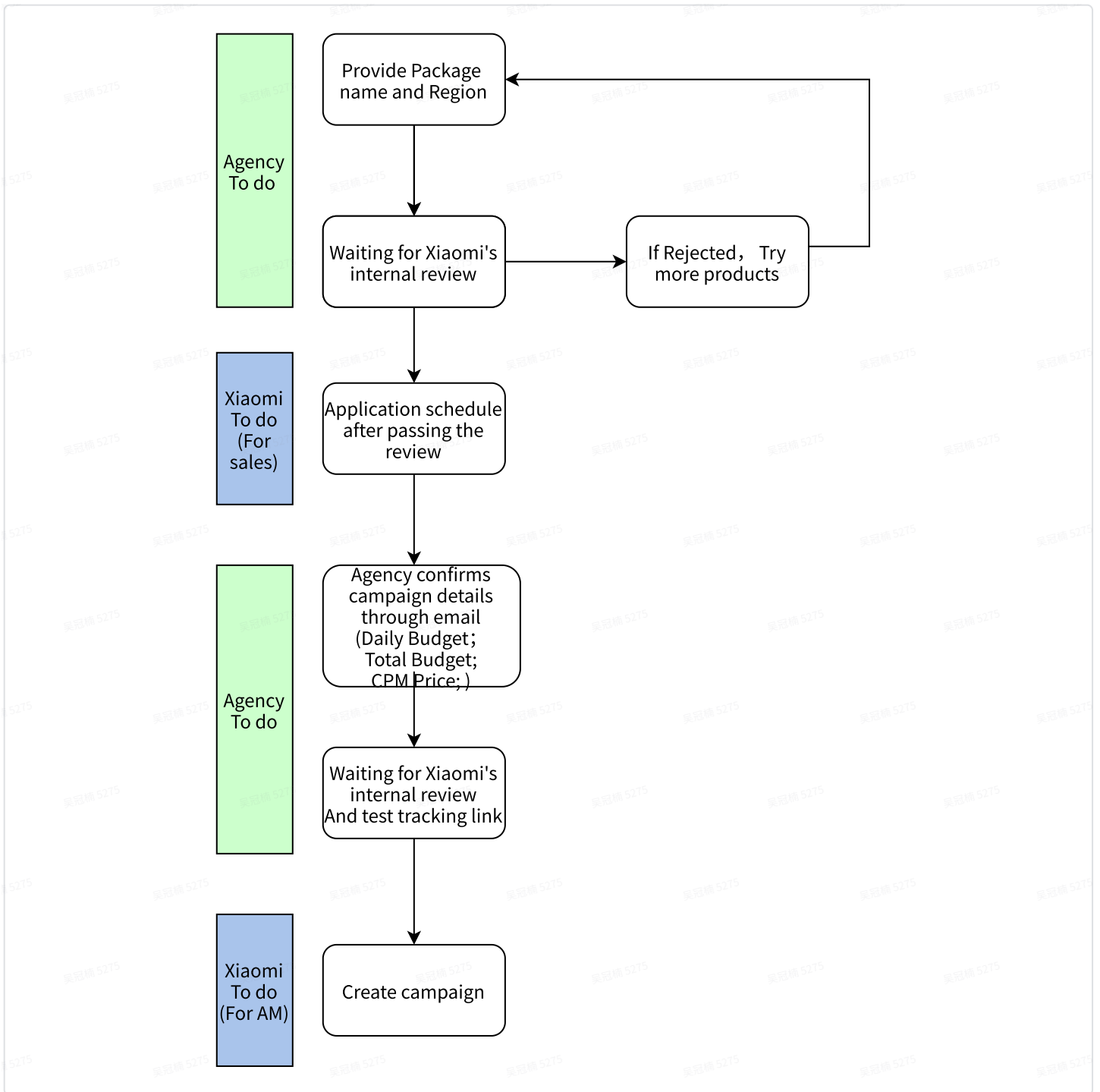
- Splash_horizontal Video

Time: 0 ~ 8 s Format: mp4 File Size: <= 3MB Size: 1280 * 720

- Splash_vertical Video

Time: 0 ~ 8 s Format: mp4 File Size: <= 3MB Size: 1080 * 1920

3 Launch process



- Note: Since Push is a pre-release mechanism, it needs to be scheduled more than 7 days in advance and needs to be configured 1 day in advance
- Campaign review please send to: wuguannan@xiaomi.com; p-yangzhihui1@xiaomi.com; liuliylaying@xiaomi.com cc: wuhan9@xiaomi.com; qudai1@xiaomi.com; iib-ams-agency@xiaomi.com