

Mobile Content

Images, Wallpapers, or Coupons

- Provide 2 graphic masters in 176 x 220 pixels or 240 x 320 pixels.
- Use a descriptive filename for each image (e.g.FordSync.psd). The first 7 characters of text should include the brand name or product message.

Examples:

üQwikker.psd

X Qwikker240x320.psd

üNBCBravo.psd

X Makemeasupermodel.psd

Ø Format: PSD

Videos

- For each video, include a descriptive filename (e.g.Pepsi.mov). The filename should be product or brand centered and is limited to 7 characters.
- File size should be no larger than 500 KB or approximately 30 seconds in duration.
- File should be formatted to 3GP format before submission.
- The resolution supplied should be 176 x 144 pixels. If the video is supplied in a widescreen or letterboxed format, it will be trimmed to correct aspect ratio for mobile handsets.
- For applications, a small thumbnail image (128 x 128 pixels or less) must be submitted.
- The image can be a still photo from the video, album art, or any other visual representation of the content.

Ø Format: 3GP

Audio or Ringtones

- For each track, include a descriptive filename (e.g. Sync.mp3) AND a 128x128 or less thumbnail image to illustrate the ringtone (e.g. album cover)
- File size should be no larger than 500 KB or approximately 30 seconds in duration.

Ø Format: MP3

Mobile Channels & Mobile Channel Plus Campaigns

Games & Applications

- .JAD, .JAR files for Java phones plus a Supported Device List in XML format (please contact Qwikker for details on this format).

Top Banner

- Provide a main channel graphic banner, 800 x 200 pixels
- Ø Format: PSD

Background Image

- Background image should be 176 x 220 pixels or 240 x 320 pixels, while keeping key images in a 176 x 200 pixels constraint.
- Ø Format: PSD

Screen Size and Graphic Layout

- Provide a mock-up or wireframe (e.g. main menu layout and additional page layout).
- Ø Format: PSD

Buttons/Text

- Should be approximately 240 x 40 pixels.
- Ø Format: PSD

Images and Text

- Images and Text on top of the background image will scroll vertically but not horizontally.
- Ø Formats: PSD

Events and Schedules

- Qwikker will provide sample for events and schedules.
- Ø Formats: XML, CSV, XLS, XLSX.

Introduction (Optional)

- If you would like to include an introduction in your mobile application please follow the content guidelines below.

Mobile Channels & Mobile Channel Plus Campaigns Continued

Introduction Video

- Please provide 10-20 seconds of video.
- In order to increase handset support please include materials for a slideshow as detailed below.
- Ø Format: 3GP

Introduction Slideshow

- For the slideshow, please include 10 static images and a document that outlines the order and timing of each image. Slideshows should also run no longer than 10 – 20 seconds.
- Ø Formats: 176 x 144 pixels, PSD

Click-to-Call Link

- Provide the phone number to dial in response to a user's click (e.g. 1-800-555-1212).
- Include descriptive text link to accompany the phone number OR a button graphic to be used instead of text.

Click-to-Web Link

- Provide the URL that will be opened in the user's browser when clicked (e.g. <http://www.qwikker.com>).
- Include descriptive text link to accompany the URL (e.g. "Click for Qwikker") OR a button graphic to be used instead of text.

DELIVERY NOTES:

Deadline

- Content masters should be delivered to Qwikker at least 3 weeks prior to campaign live date.

Content Manifest

- Please include a list of content and accompanying information (descriptions, thumbnails, URLs etc.) format: TXT,DOC, XLS, PDF.