

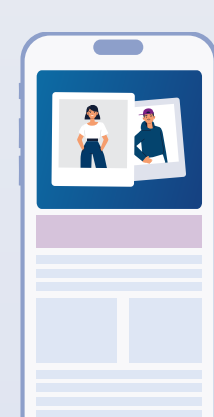
DYNAMIC BRANDING WALL MOBILE SPECIFICATIONS



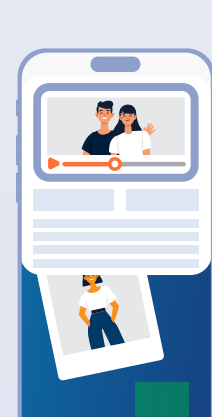
DESCRIPTION

The Dynamic Branding Wall Mobile is an eye-catching mobile advertising format that enables large-scale brand presentation on smartphones. The format combines two proven Codevelop mobile formats – Dynamic Head Mobile and Midscroll Mobile – into a holistic branding solution in the mobile environment. The Dynamic Branding Wall Mobile combines high visibility with clear, user-friendly integration into editorial content and is ideal for attention-grabbing branding campaigns on mobile devices.

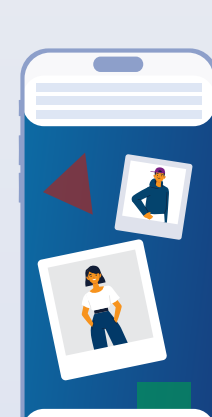
POSITIONING AND BEHAVIOUR



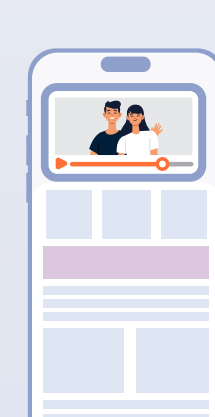
The advertising medium frames the mobile website content and fits seamlessly into the page layout.



The brand message remains present during use and accompanies the user as they scroll. The combination of upper branding element and Midscroll placement ensures high visibility without interrupting the user experience.



While scrolling, the Midscroll unit appears fully visible, the Dynamic Head pauses and temporarily disappears to prevent any overlap with the Midscroll element.



As the user continues to scroll, the ad gradually disappears behind the content, while the sticky element resumes playing until the sticky time ends.

[Preview](#)

SPECIFICATIONS FOR DATA DELIVERY

The Dynamic Branding Wall Mobile consists of the following components:

DYNAMIC HEAD MOBILE ELEMENTS

- Placement in the upper area of the website
- Consists of a start element and a sticky element
- Ideal for a prominent introduction to the campaign



[Specifications](#)

1 Start Element:

Component	File format	Info	Comment	
ANIMATION	HTML5*	Dimensions Weight	600x500px* Max. 150 KB	NO click tag included. NO logo on the top right corner.
IMAGE	PNG, JPG, Photoshop, InDesign, Illustrator	Dimensions Weight	600x500px Max. 150 KB	NO logo on the top right corner.

2 Sticky Element:

Component	File format	Info	Comment	
VIDEO	MP4, MOV, AVI, MKV	Ratio Duration Weight	HD/FullHD 16:9 Max. 30 Sec. Max. 50 MB	NO logo on the top right corner. <i>Video aspect ratio manual</i>
ANIMATION	HTML5*	Dimensions Weight	640x320px or 600x340px Max. 150 KB	NO click tag included. NO logo on the top right corner.
IMAGE	PNG, JPG, Photoshop, InDesign, Illustrator	Dimensions Weight	640x320px or 600x340px Max. 150 KB	NO logo on the top right corner.

MIDSCROLL MOBILE

- Placement within the editorial content
- Is integrated into the visible area when scrolling
- Enables in-depth brand interaction



[Specifications](#)

3 Midscroll Element:

Component	File Format	Info	Comment	
VIDEO	MP4, MOV, AVI, MKV	Mass Duration Weight	HD/FullHD 9:16 Max. 30 Sec. Max. 50 MB	Elements (logo, text, CTA) can also be delivered separately.
ANIMATION	HTML5*	Mass Duration Weight	1080x1920px Max. 30 Sec. Max. 5 MB	Finished programmed advertising material including the associated files.
IMAGE	BACKGROUND	Mass Weight	1080x1920px Max. 1 MB	Elements (logo, text, CTA) can also be delivered separately.
	FOREGROUND (Logo, Text, CTA) <i>Optional</i>	Mass Weight	980x1540px Max. 1 MB	Check the safe areas guide for delivering the best composition.

*When delivering finished HTML5 banners, please ensure that NO click tags are included. In the Google Web Designer, please set the AD Environment to Non-Google Ad. Otherwise, unnecessary libraries will be loaded that slow down the loading time.

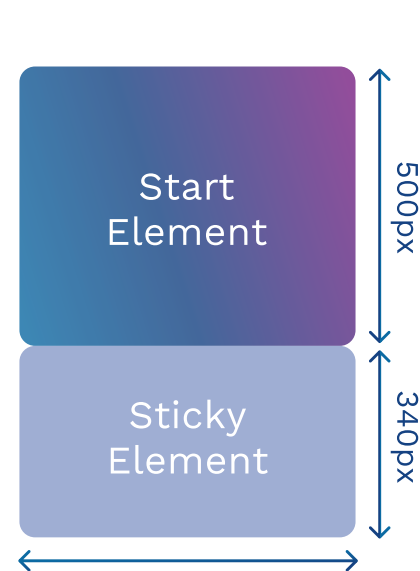


Or contact us directly and we will help you create images and animations.

DIMENSIONS

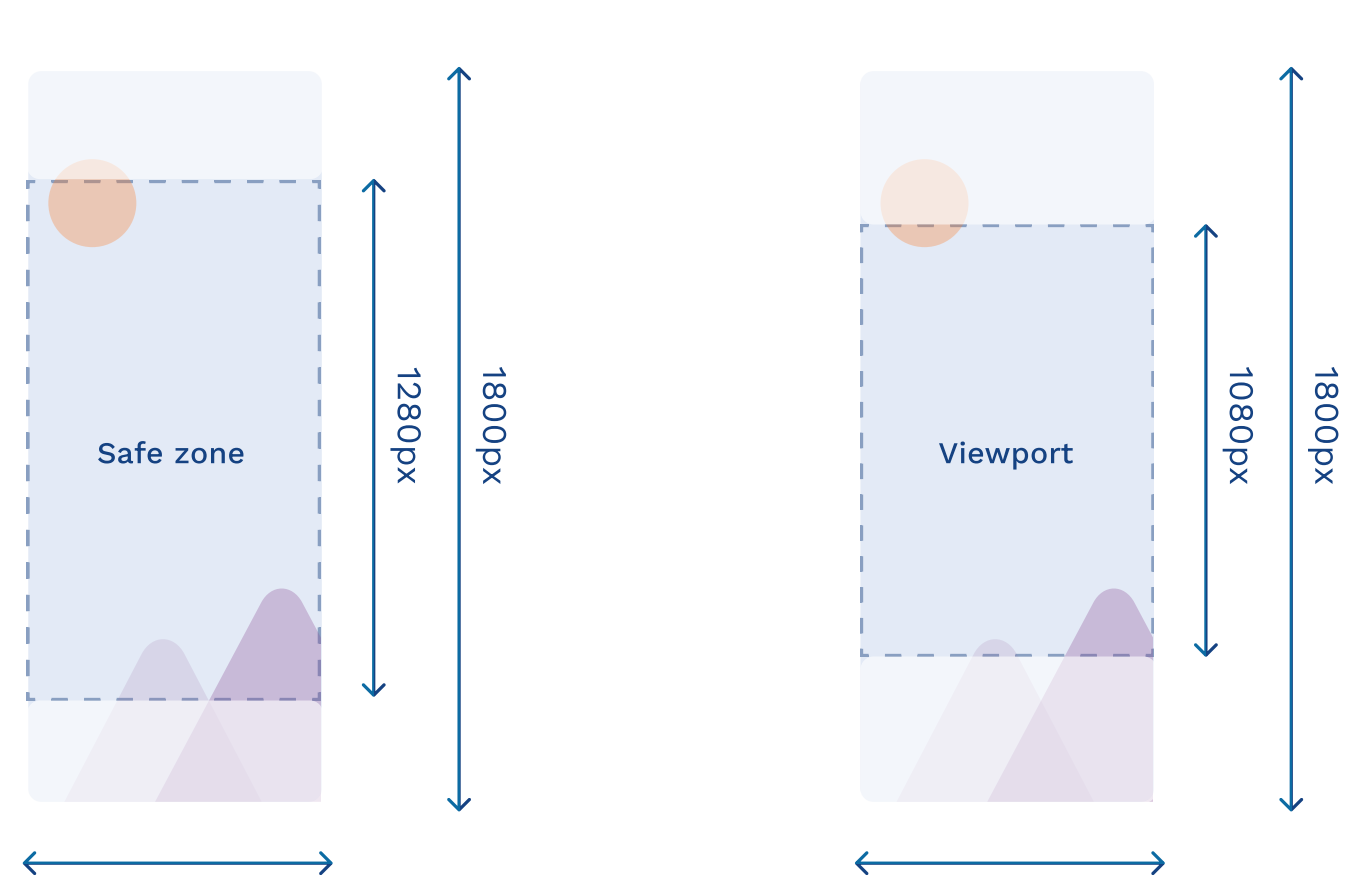
Guidelines for Safe Zone:

1 DYNAMIC HEAD ELEMENTS



When scrolling down, the start element is pushed up by the sticky element. The two elements enable an optimal combination of image, animation and video on a mobile device.

2 MIDSCROLL ELEMENT



On smaller devices, parts of the background may not always be fully visible. To ensure key content remains within the safe zone.

The viewport is the scrolling frame that glides from bottom to top, progressively revealing the background element.



[.Psd Layout Template](#)

Delivery of the data via the conventional download services.



Delivery: admanagement@codevelop.io

5 days lead time

Ad is available for desktop and mobile.



Available for direct bookings and programmatic campaigns.

Check specifications for the desktop version



[Specifications](#)

CONTACT

If you have any questions, please do not hesitate to contact us by phone or e-mail.

For questions:

+41 44 585 16 00
admanagement@codevelop.io

Other Formats