

DYNAMIC HEAD DESKTOP SPECIFICATIONS



DESCRIPTION

The Dynamic Head Desktop finds its prominent place in the header area of the website. This is where this ad is effectively presented in the form of a video, image or HTML5 animation. When scrolling, the ad remains in the visible area of the user as a sticky wideboard/billboard and is cleverly accompanied by additional content.

POSITIONING AND BEHAVIOUR

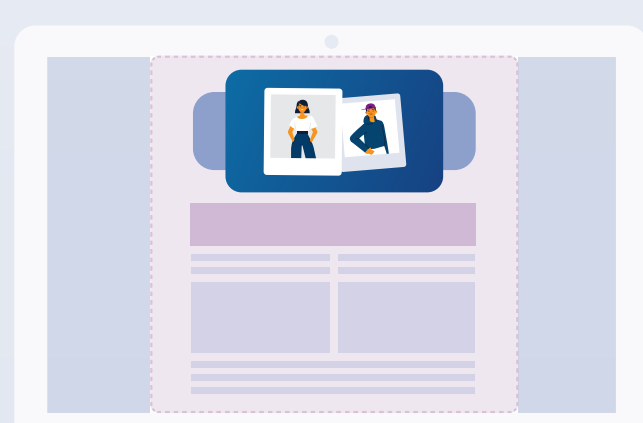
Resize Element:

1



Video

or



Image

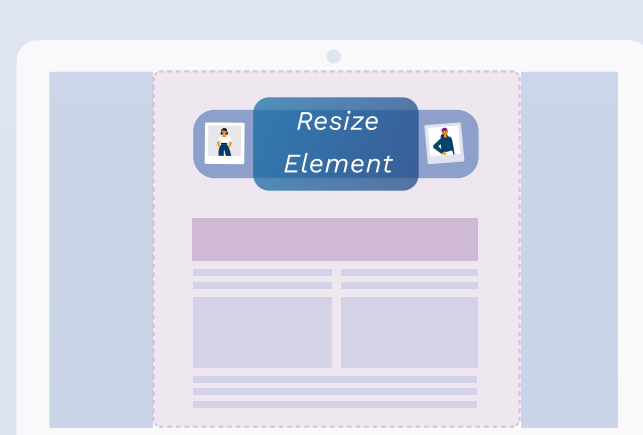
or



Animation

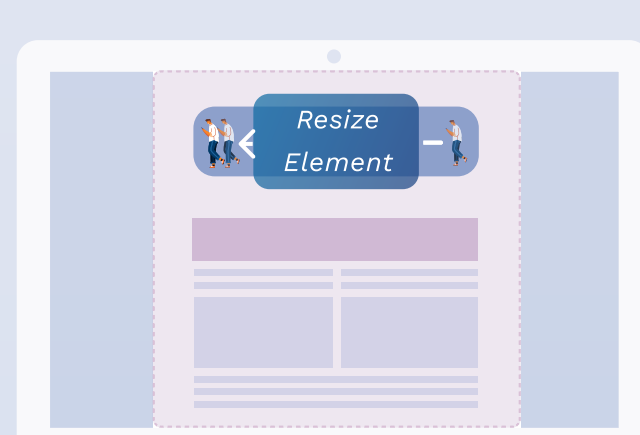
Background Element:

2



Image

or



Animation

Positioning options for the resize element:



Left



Centered



Right



SPECIFICATIONS FOR DATA DELIVERY

Element	Component	File format	Info	Comment
RESIZE ELEMENT <i>(at least one component)</i>	VIDEO	MP4, MOV, AVI, MKV	Mass Duration Weight 16:10, 16:9, 2,35/1 Max. 30 Sec. Max. 50 MB	For the best performance, we recommend a video length of 15 seconds.
	ANIMATION	HTML5*	Mass Weight 994x560px Max. 1 MB	
	IMAGE	PNG, JPG, Photoshop, InDesign, Illustrator	Mass Weight 994x560px Max. 1 MB	
BACKGROUND ELEMENT <i>(at least one component)</i>	ANIMATION	HTML5*	Mass Weight 994x250px Max. 1 MB	Don't put a logo in the top right corner as it will be covered by the close button.
	IMAGE	PNG, JPG, Photoshop, InDesign, Illustrator	Mass Weight 994x250px Max. 1 MB	

*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.



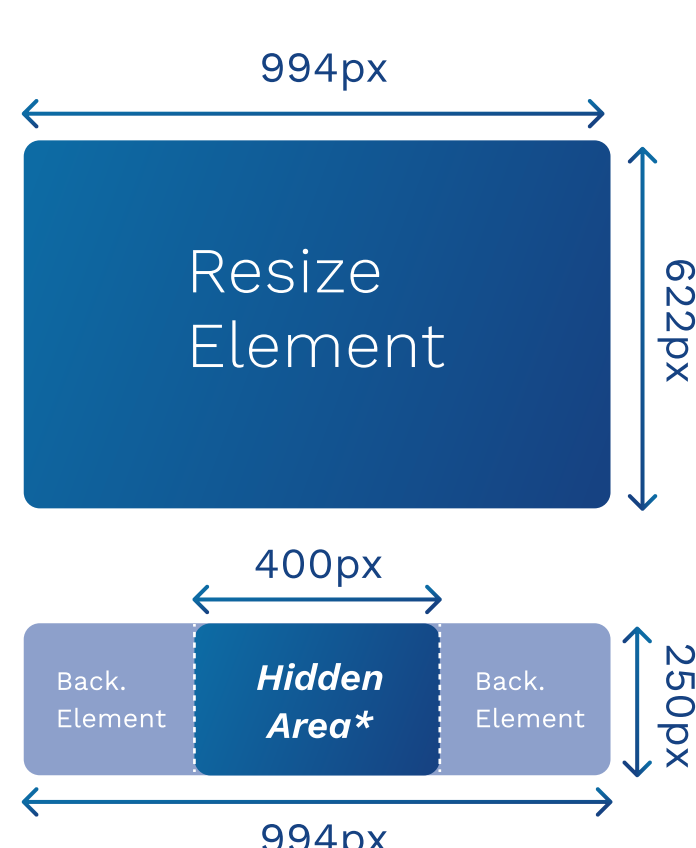
Or contact us directly and we will help you create images and animations.



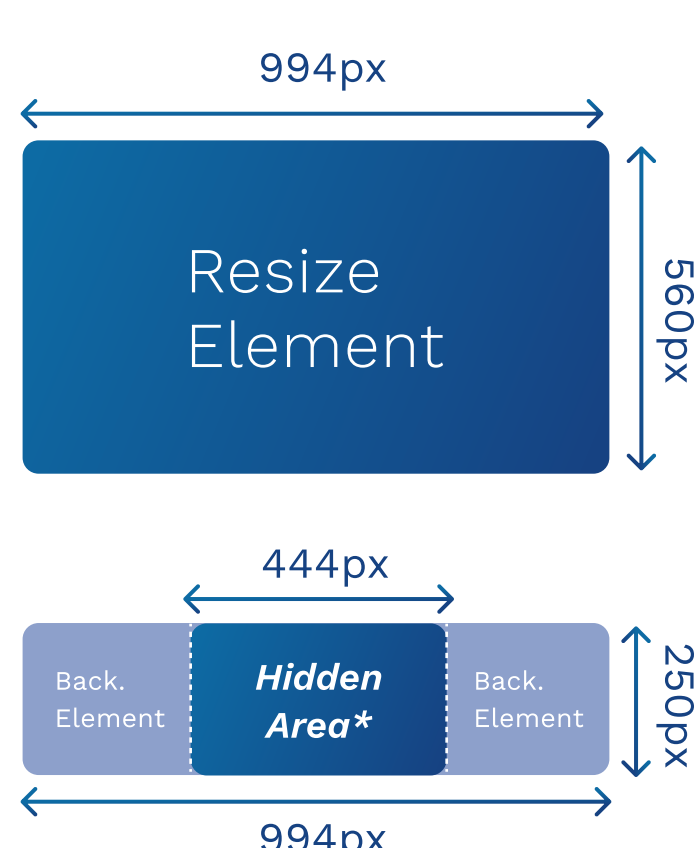
.Psd Layout Template

DIMENSIONS AND RATIO

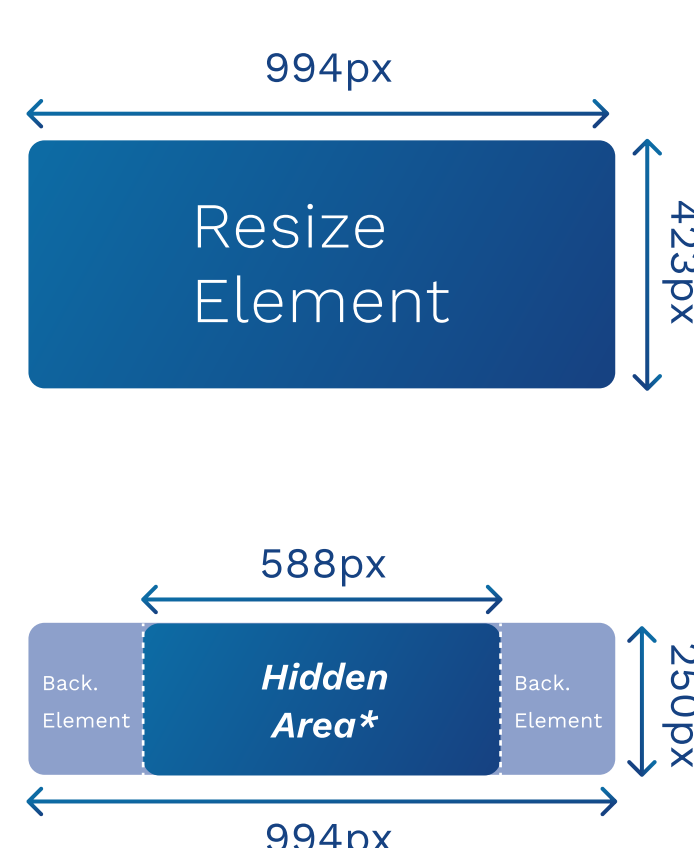
Widescreen 16:10



HD/Full HD 16:9



Cinemascope 2,35:1



*Hidden Area: Area of the Background element is hidden by Resize element.

POSITIONING

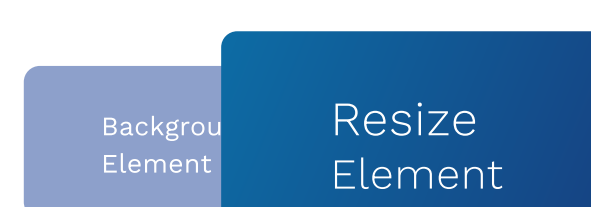
Left



Centered



Right



Delivery of the data via the conventional download services.



Delivery: admanagement@codevelop.io



3 days lead time

Ad is available for desktop and mobile.



Available for direct bookings and programmatic campaigns.

Check specifications for the mobile 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