

# DYNAMIC HEAD DESKTOP SPECIFICATIONS

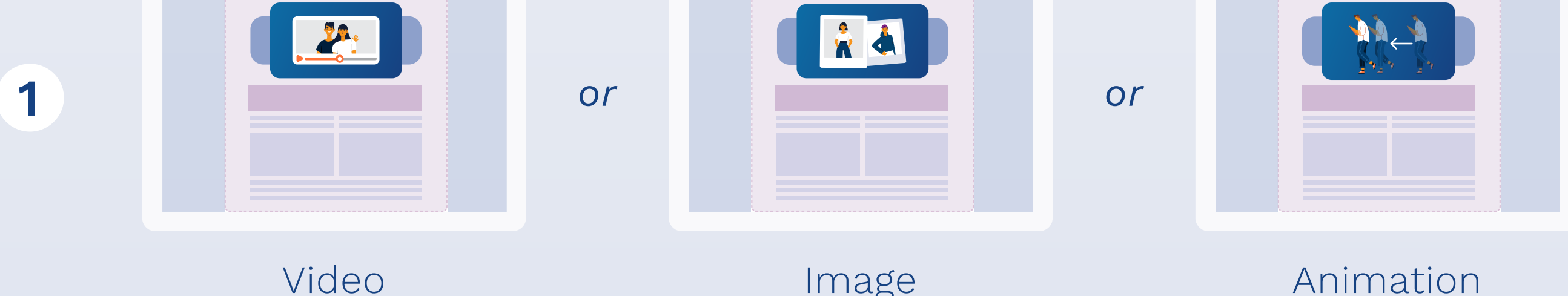


## DESCRIPTION

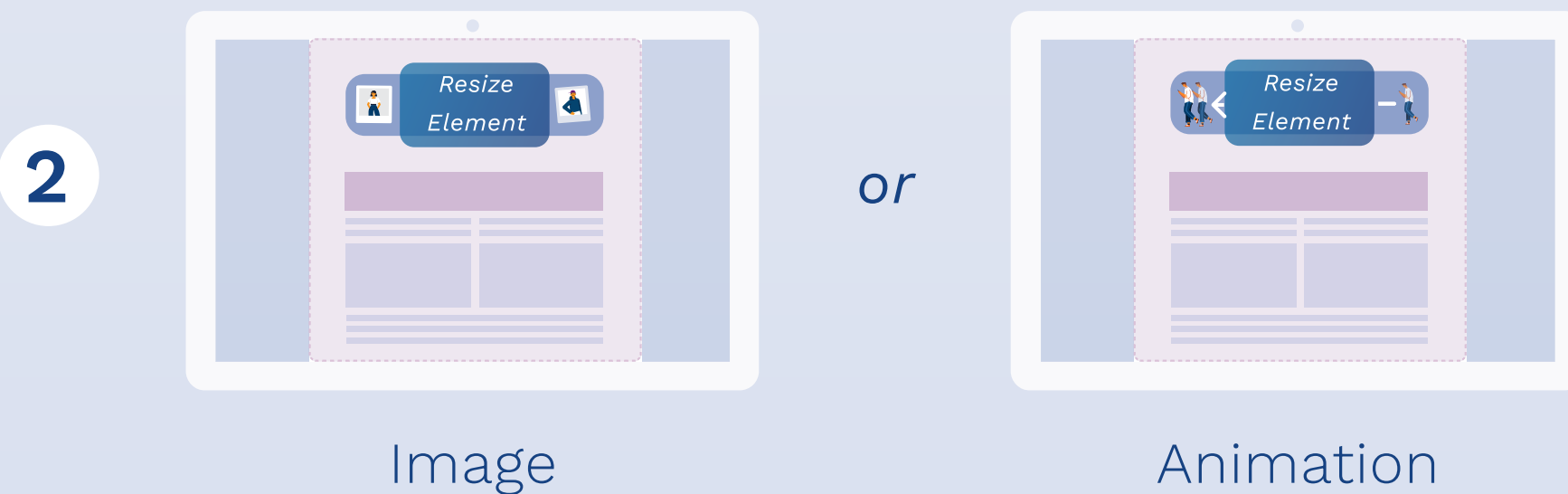
The Dynamic Head Desktop finds its prominent place in the header area of the website. This is where this ad is effectively presented in the form of a video, image or HTML5 animation. When scrolling, the ad remains in the visible area of the user as a sticky wideboard/billboard and is cleverly accompanied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

## POSITIONING AND BEHAVIOUR

### Resize Element:



### Background Element:



### Positioning options for the resize element:



## SPECIFICATIONS FOR DATA DELIVERY

### Resize Element:

At least one component

Component	File format	Info	Comment
VIDEO	MP4, MOV, AVI, MKV	<b>Mass</b> 16:9 (or 16:10, 2.35/1) <b>Duration</b> Max. 30 Sec. <b>Weight</b> Max. 50 MB	For the best performance, we recommend a video length of 15 seconds or shorter. <a href="#">Video aspect ratio manual</a>
ANIMATION	HTML5*	<b>Mass</b> 994x560px* <b>Weight</b> Max. 1 MB	
IMAGE	PNG, JPG, Photoshop, InDesign, Illustrator	<b>Mass</b> 1988x1120px <b>Weight</b> Max. 1 MB	

### Background Element:

At least one component

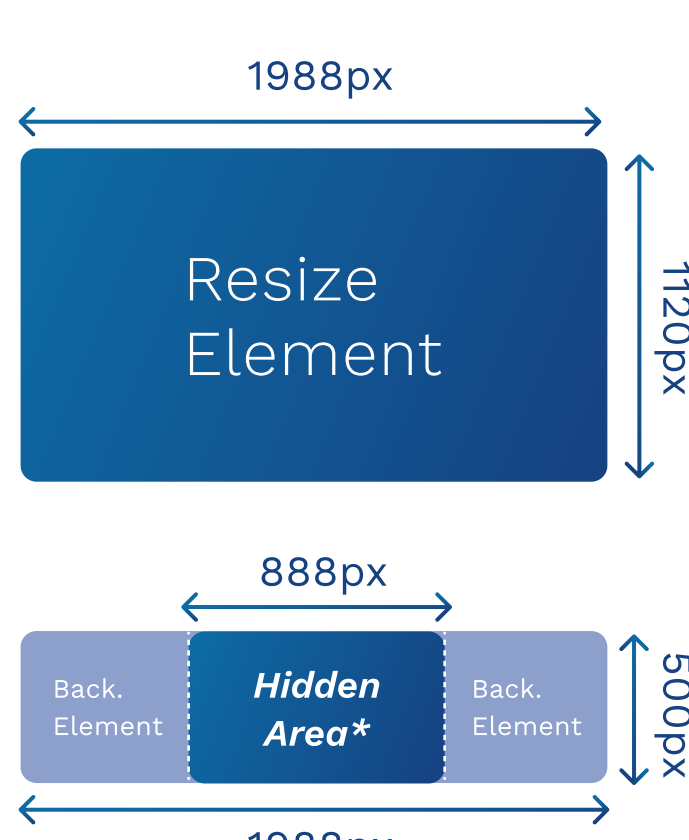
Component	File format	Info	Comment
ANIMATION	HTML5*	<b>Mass</b> 994x250px* <b>Weight</b> Max. 1 MB	Don't place a logo in the top right corner as it will be covered by the close button.
IMAGE	PNG, JPG, Photoshop, InDesign, Illustrator	<b>Mass</b> 1988x500px <b>Weight</b> Max. 1 MB	

\*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.

## DIMENSIONS AND RATIO

HD/Full HD 16:9

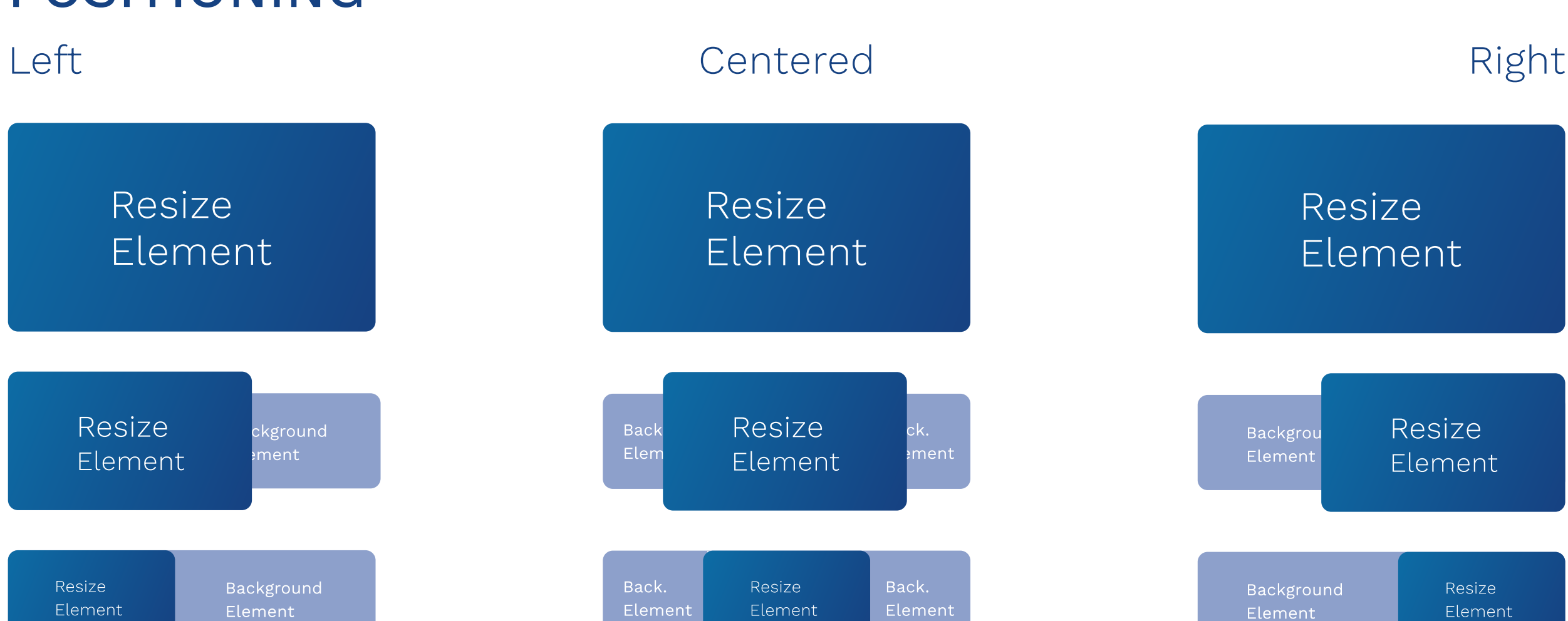


\*Hidden Area: Area of the Background element is hidden by Resize element.



For different video aspect ratio [see this manual](#)

## POSITIONING



Delivery of the data via the conventional download services.



Delivery: [admanagement@codevelop.io](mailto: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



## 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](mailto:admanagement@codevelop.io)**