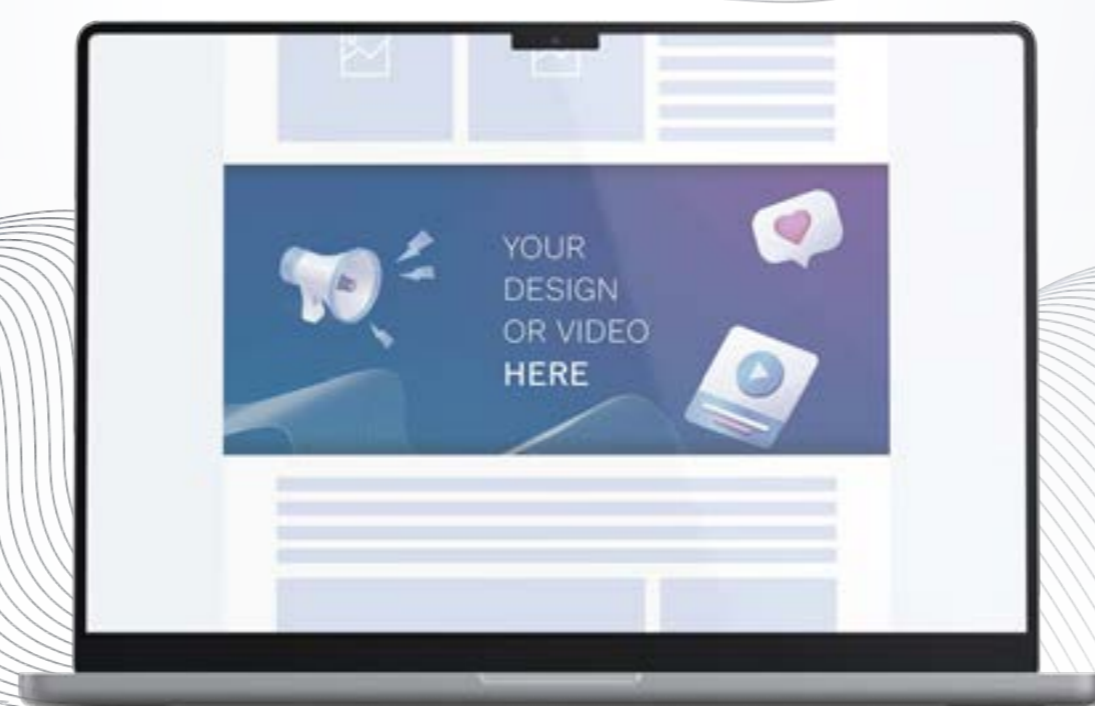


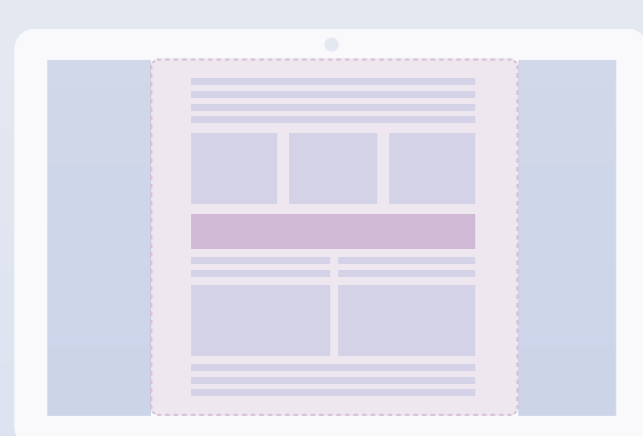
MIDSCROLL DESKTOP SPECIFICATIONS



DESCRIPTION

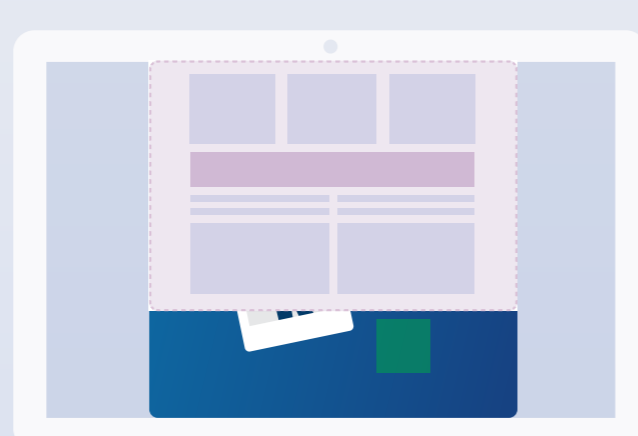
The Midscroll Ad is placed between the content of the website. When scrolling down, the ad is revealed unobtrusively, with the visible area (Viewport) navigating over the ad in a playful way.

POSITIONING AND BEHAVIOUR



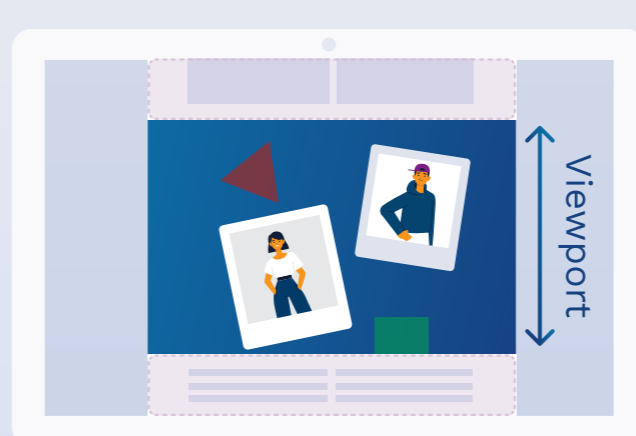
1

Ad is not yet in the user's visible area.



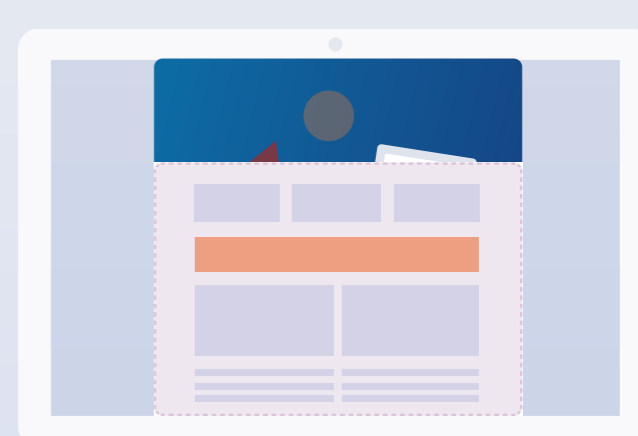
2

As soon as the location of the correct ad container is visible, the ad will begin to unfold.



3

The user can navigate through the ad by scrolling on the website. Always looking at the ad through the viewport.



4

As the user scrolls further, the ad disappears behind the content.

SPECIFICATIONS FOR DATA DELIVERY

IMAGE+VIDEO

Preview

Component	File Format	Info	Comment
VIDEO	MP4, MOV, AVI, MKV	Mass HD/FullHD 16:9 Duration Max. 30 Sec. Weight Max. 50 MB	
FOREGROUND (Logo, Text, CTA)	PNG, SVG, JPG, Photoshop, InDesign, Illustrator	Mass 1440x720px Weight 1 MB	Elements (logo, text, CTA) can also be delivered separately.
BACKGROUND	PNG, JPG, Photoshop, InDesign, Illustrator	Mass 1440x2560px Weight 1 MB	

ANIMATED

Preview

Component	File Format	Info	Comment
HTML5-BANNER	HTML5*	Mass 1440x2560px Duration Max. 30 Sec. Weight Max. 5 MB	Finished programmed advertising material including the associated files.

IMAGE

Preview

Component	File Format	Info	Comment
FOREGROUND (Logo, Text, CTA)	PNG, SVG, JPG, Photoshop, InDesign, Illustrator	Mass 1440x720px Weight 1 MB	Elements (logo, text, CTA) can also be delivered separately.
BACKGROUND	PNG, JPG, Photoshop, InDesign, Illustrator	Mass 1440x2560px Weight 1 MB	

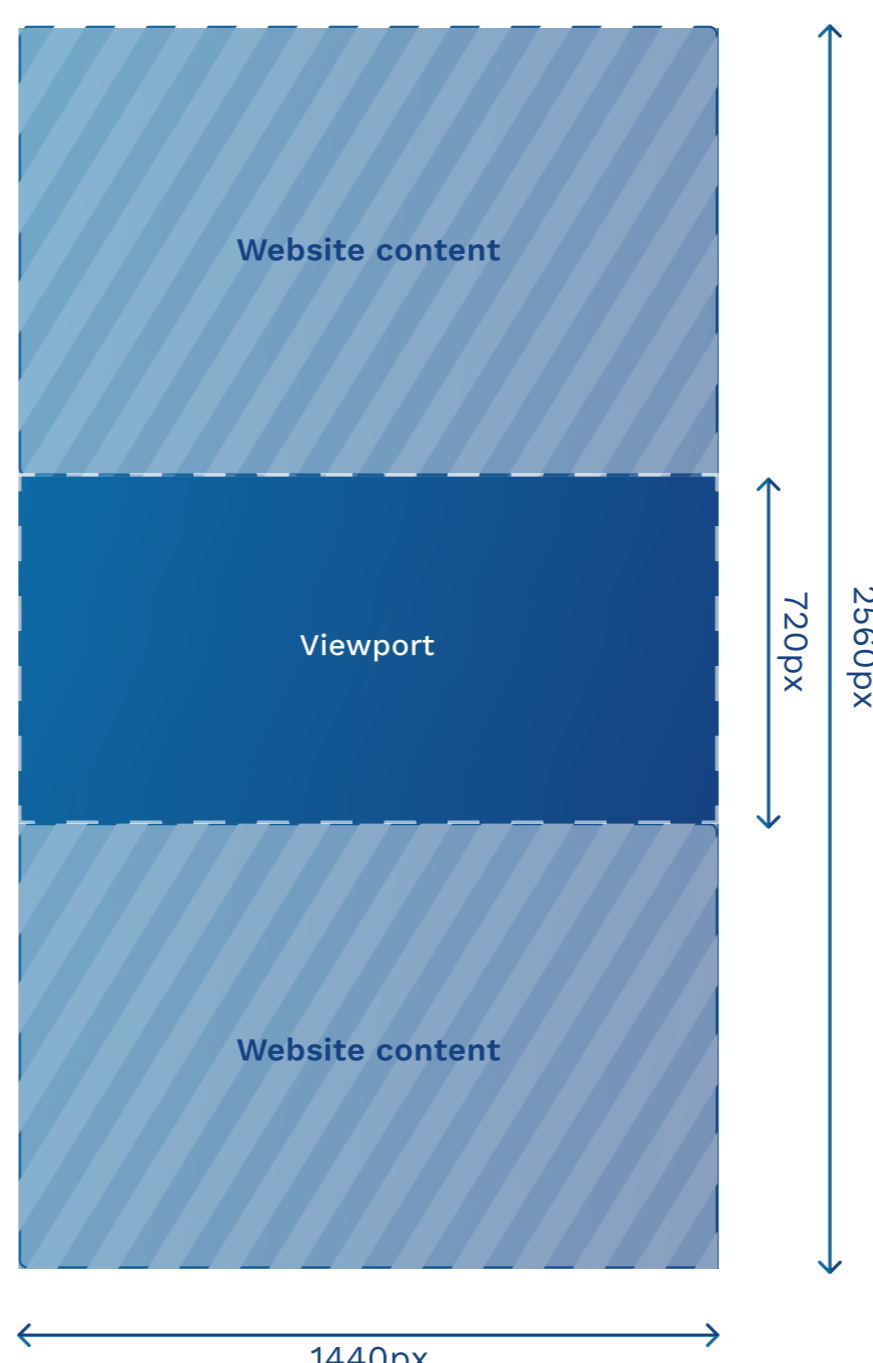
*When delivering finished HTML5 banners, please ensure that NO click tags are included. In the Google Web Designer, please set the AD Environment to Non-Google Ad. Otherwise, unnecessary libraries will be loaded that slow down the loading time.



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

DIMENSIONS

Guidelines for Viewport and Safe Zone:



.Psd Layout Template



The ad fills the entire width of the content. The viewport is based on the width with a ratio of 2:1. The height can be smaller due to publisher settings.

Important elements (text, logos, CTA, etc.) should be placed in the foreground (viewport, vertically centred) so that all elements are visible together.

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 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