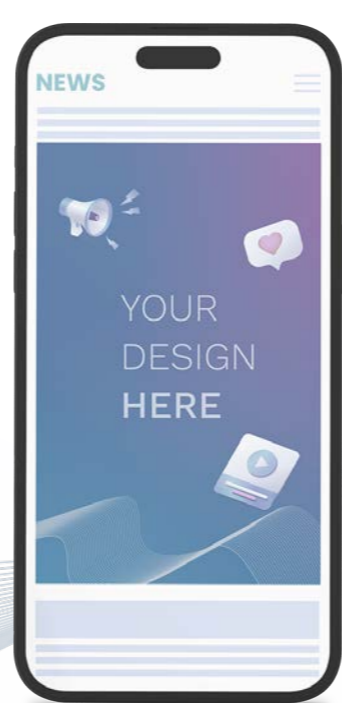


# MIDSCROLL MOBILE SPECIFICATIONS



## 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



[.psd Layout Vorlage](#)

## SPECIFICATIONS FOR DATA DELIVERY

### FULL VIDEO

[Preview](#)

Component	File format	Info	Comment
VIDEO	MP4, MOV, AVI, MKV	<b>Mass</b> <b>Duration</b> <b>Weight</b>	HD/FullHD 9:16 Max. 30 Sec. Max. 50 MB

### ANIMATED

[Preview](#)

Component	File Format	Info	Comment
HTML5-BANNER	HTML5*	<b>Mass</b> <b>Duration</b> <b>Weight</b>	1080x1920px Max. 30 Sec. Max. 5 MB Finished programmed advertising material including the associated files.

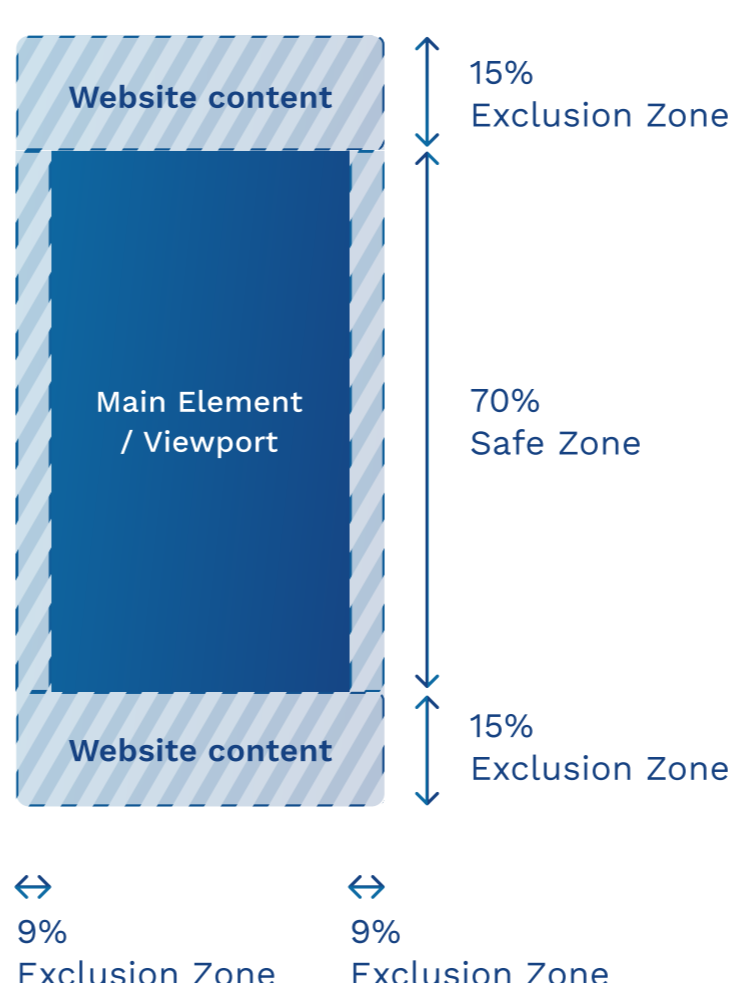
### IMAGE

[Preview](#)

Component	File format	Info	Comment
IMAGE	PNG, JPG, Photoshop, InDesign, Illustrator	<b>Mass</b> <b>Weight</b>	1080x1920px Max. 1 MB

## DIMENSIONS

### Guidelines for Viewport and Safe Zone:



The ad fills the entire width and height of the screen. The visible area (Viewport) is 70%. Therefore, a section of 70% of the ad is visible at any given time.. Important elements (text, logos, CTAs, etc.) are to be placed in the Safe Zone.

Delivery of the data via the conventional download services.



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

[Other Formats](#)