

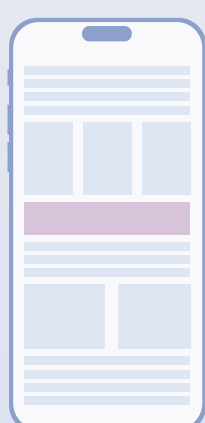
# MIDSCROLL MOBILE SPECIFICATIONS



## DESCRIPTION

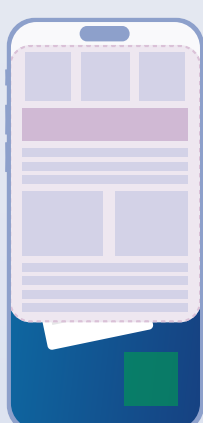
The Midscroll Ad is placed between the content of the website. When scrolling down, the ad is revealed unobtrusively, with the visible area (Viewport) navigating over the ad in a playful way.

## POSITIONING AND BEHAVIOUR



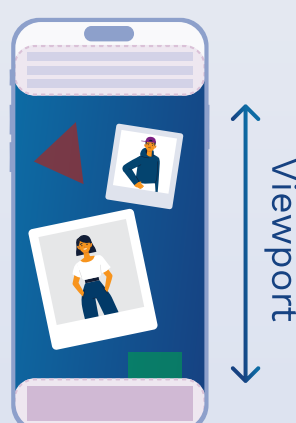
1

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

### FULL VIDEO

Preview

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

### ANIMATED

Preview

Component	File Format	Info		Comment
HTML5-BANNER	HTML5*	Mass Duration Weight	360x640px Max. 30 Sec. Max. 2 MB	Finished programmed advertising material including the associated files.

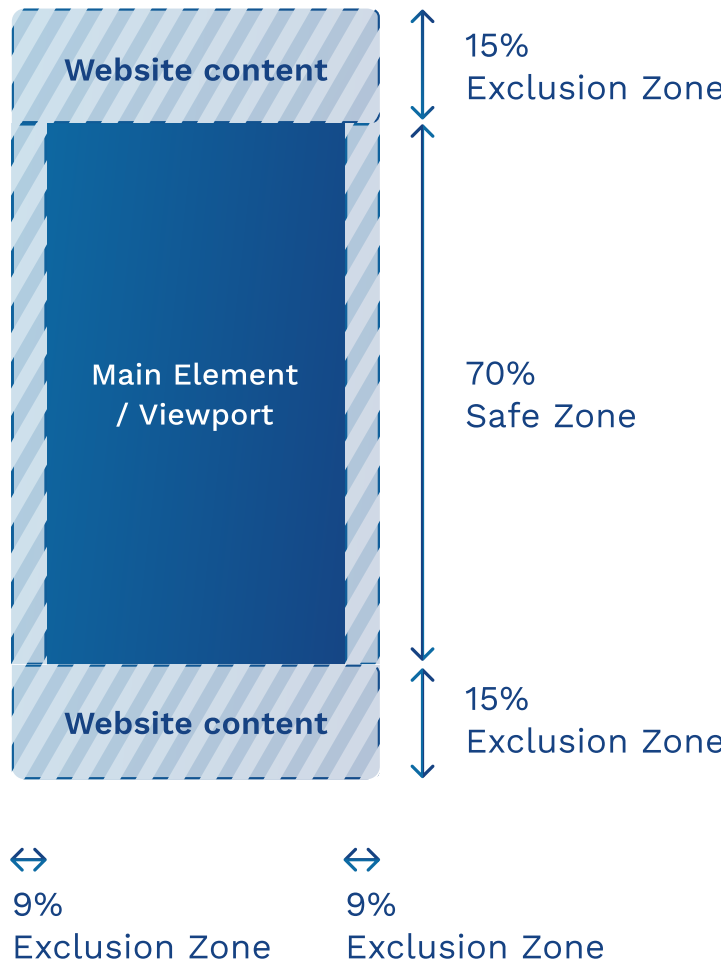
### IMAGE

Preview

Component	File format	Info		Comment
IMAGE	PNG, JPG, Photoshop, InDesign, Illustrator	Mass Weight	720x1280px 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.

## LAYOUT TEMPLATE

Download .psd template to work directly in a ready file



.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

