

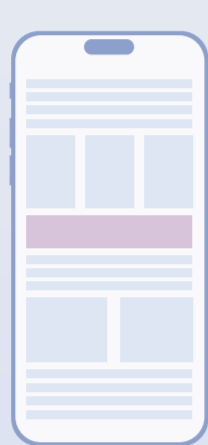
MIDSCROLL MOBILE SPECIFICATIONS



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.



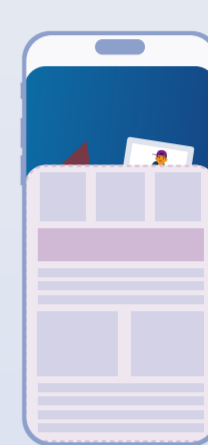
2

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	720x1280px Max. 30 Sec. Max. 2 MB Finished programmed advertising material including the associated files.

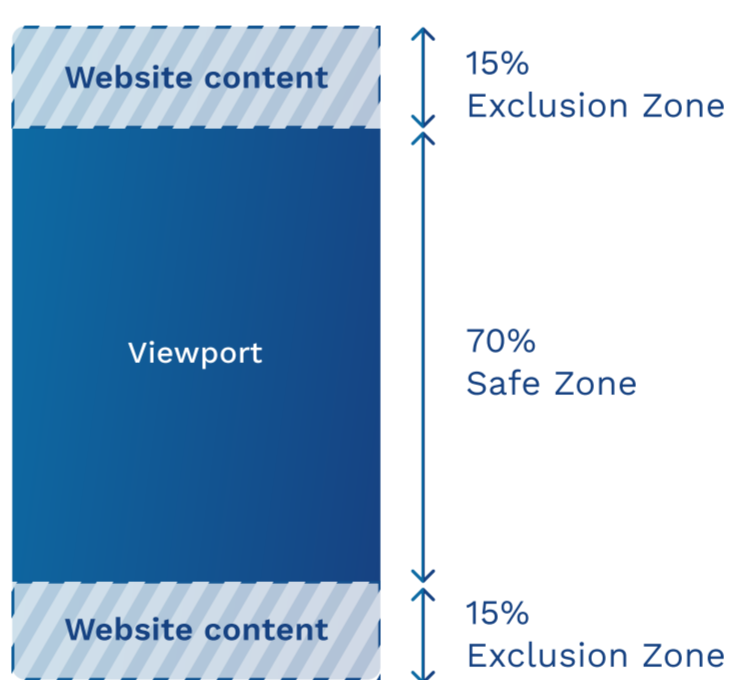
IMAGE

[Preview](#)

Component	File format	Info	Comment
IMAGE	PNG, JPG, Photoshop, InDesign, Illustrator	Mass Weight	1440x2560px Max. 1 MB Double resolution of 1440x2560px is recommended to improve quality. 720x1280px will also work.

DIMENSIONS

Guidelines for Viewport and Safe Zone:



[.Psd Layout Template](#)



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

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:

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admanagement@codevelop.io

[Other Formats](#)