

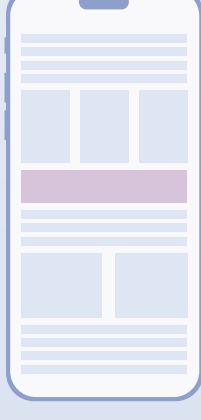
MIDSCROLL MOBILE SPECIFICATIONS



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.

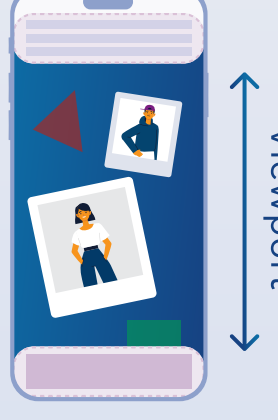
POSITIONING AND BEHAVIOUR



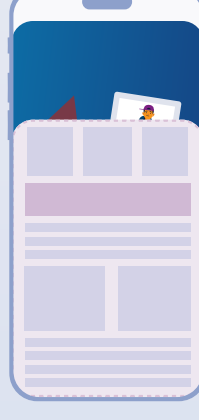
Ad is not yet in the user's visible area.



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



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



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	Dimensions Duration Weight	HD/FullHD 9:16 Max. 30 Sec. Max. 50 MB	

ANIMATED

Preview 

Component	File Format	Info		Comment
HTML5-BANNER	HTML5*	Dimensions Weight	720x1800px Max. 2 MB	NO click tag included. Video can be placed inside of the animation (See preview)

IMAGE

Preview 

Component	File format	Info		Comment
BACKGROUND	PNG, JPG, Photoshop, InDesign, Illustrator	Dimensions Weight	720x1800px Max. 1 MB	
FOREGROUND** (Optional)	PNG, JPG, Photoshop, InDesign, Illustrator	Dimensions Weight	720x1080px Max. 1 MB	See the table below

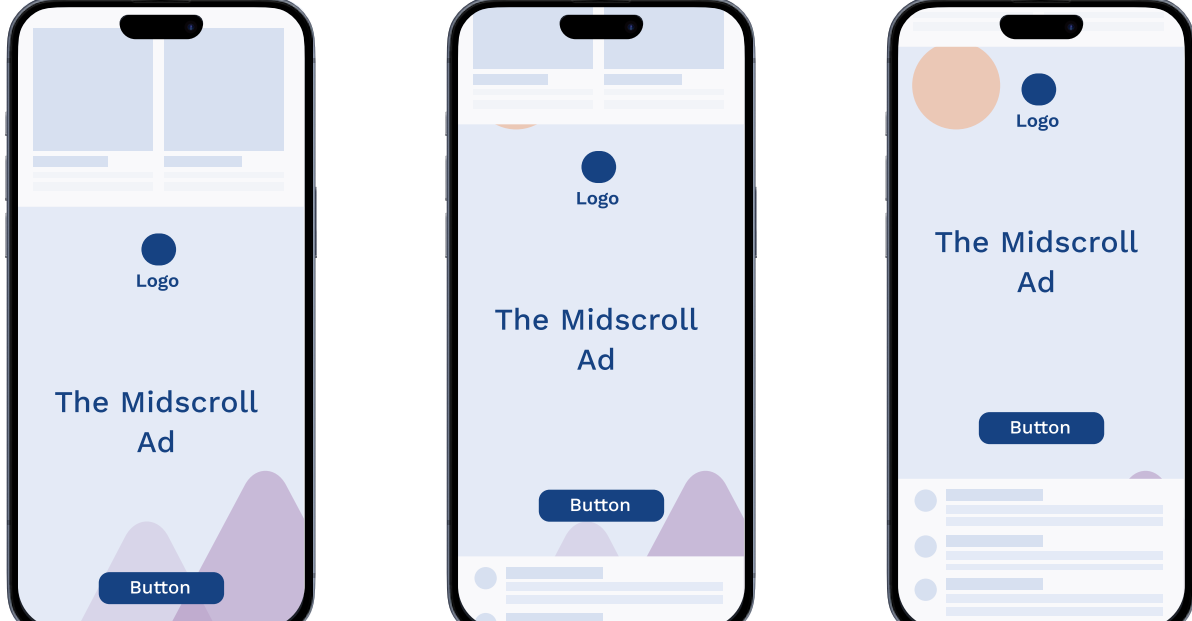
*When delivering banners, exclude click tags and set the AD Environment in Google Web Designer to Non-Google Ad to avoid loading unnecessary libraries and slowdowns.



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

**FOREGROUND

Sliding foreground



The foreground element is fixed within the viewport, moving seamlessly with the scroll over the background. This ensures key elements like the headline, logo, or CTA stay optimized for longer visibility.

Preview 

Sticky foreground

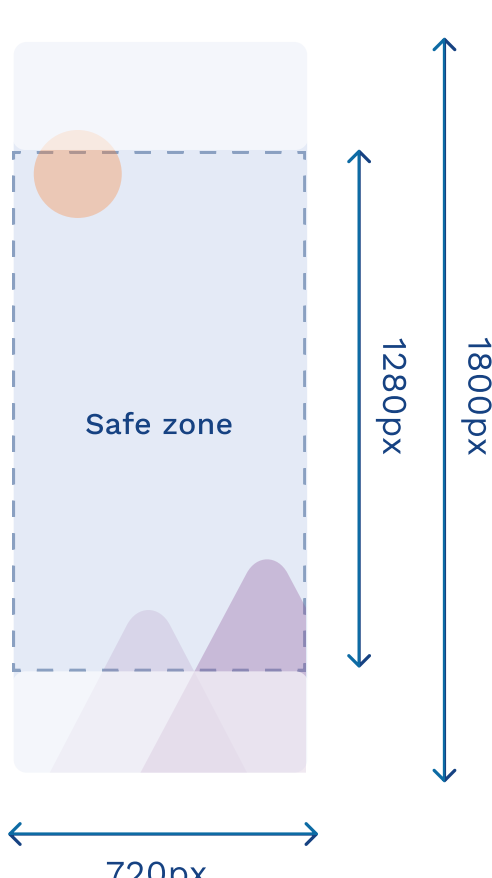


If only part of the foreground height is used, it will get sticky in the middle of the ad and move upwards as the viewport reaches it.

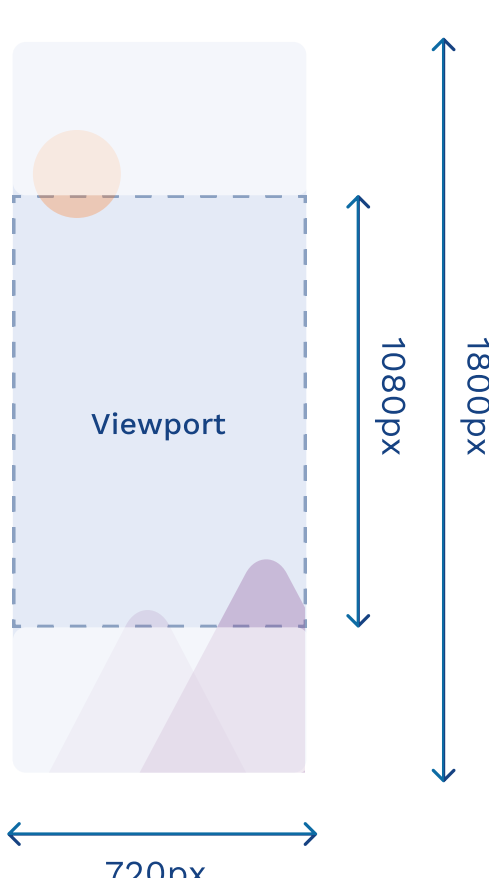
Preview 

SAFE ZONE AND VIEWPORT

Guidelines for viewport and safe zone:



On smaller devices, parts of the background may not always be fully visible. To ensure key content remains in view, place important elements within the safe zone.



The viewport is the scrolling frame that glides from bottom to top, progressively revealing the background element.



.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 