

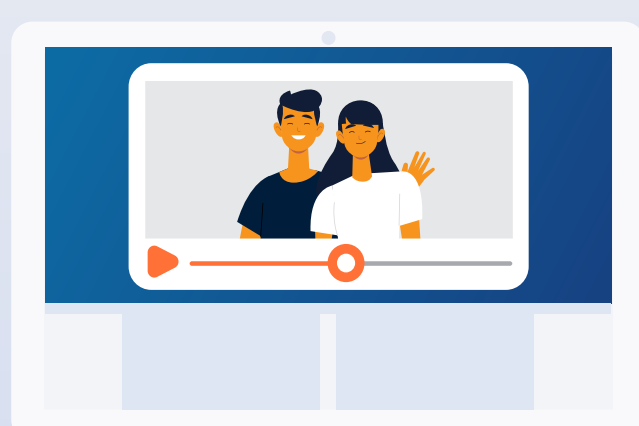
# WELCOME AD DESKTOP SPECIFICATIONS



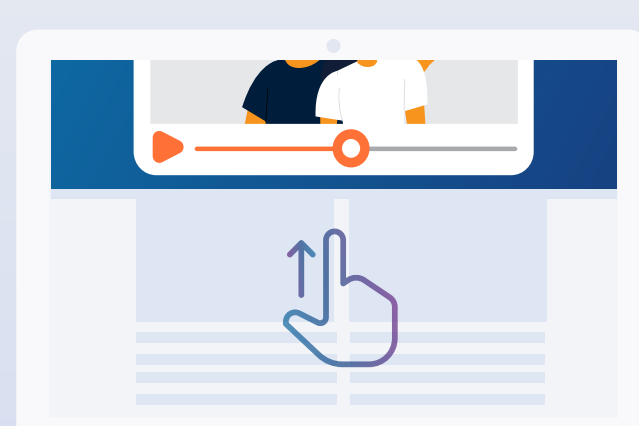
## DESCRIPTION

The Welcome Ad Desktop finds its prominent place above the header area of the website. This is where this ad is effectively presented in the form of a video, image or HTML5 animation.

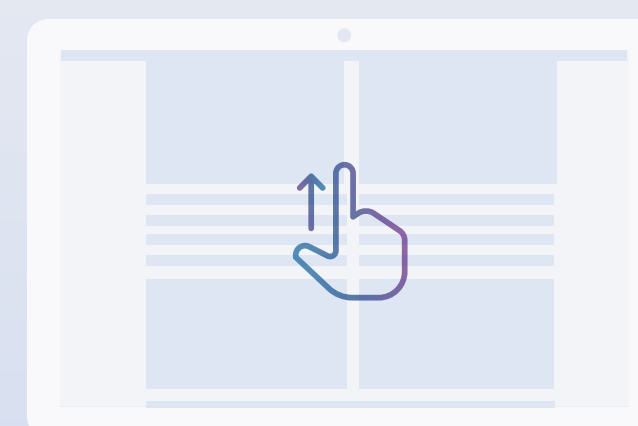
## POSITIONING AND BEHAVIOUR



Above the website.



The ad pushes up on scroll.



The user can scroll back to the ad at any time.

## SPECIFICATIONS FOR DATA DELIVERY

### VIDEO+IMAGE

Preview

Component	File Format	Info	Comment
VIDEO	MP4, MOV, AVI, MKV	<b>Mass</b> HD/FullHD 16:9 <b>Duration</b> Max. 30 Sec. <b>Weight</b> Max. 50 MB	
FOREGROUND (Logo, Text, CTA)	PNG, SVG, JPG, Photoshop, InDesign, Illustrator	<b>Mass</b> 1720x764px <b>Weight</b> Max. 1 MB	Elements (logo, text, CTA) can also be delivered separately.
BACKGROUND	PNG, JPG, Photoshop, InDesign, Illustrator	<b>Mass</b> 1920x864px <b>Weight</b> Max. 1 MB	

### FULL VIDEO

Preview

Component	File Format	Info	Comment
VIDEO	MP4, MOV, AVI, MKV	<b>Mass</b> 16:9, 16:10, 2.35:1 <b>Duration</b> Max. 30 Sec. <b>Weight</b> Max. 50 MB	

### ANIMATED

Preview

Component	File Format	Info	Comment
HTML5-BANNER	HTML5*	<b>Mass</b> 1920x864px <b>Duration</b> Max. 30 Sec. <b>Weight</b> 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	<b>Mass</b> 1720x764px <b>Weight</b> Max. 1 MB	Elements (logo, text, CTA) can also be delivered separately.
BACKGROUND	PNG, JPG, Photoshop, InDesign, Illustrator	<b>Mass</b> 1920x864px <b>Weight</b> Max. 1 MB	Check the safe areas guide for delivering the best composition.

\*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 Safe Zone:



On smaller screens, parts of the background (864 x 1920) may be cut off.



.Psd Layout Template

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 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