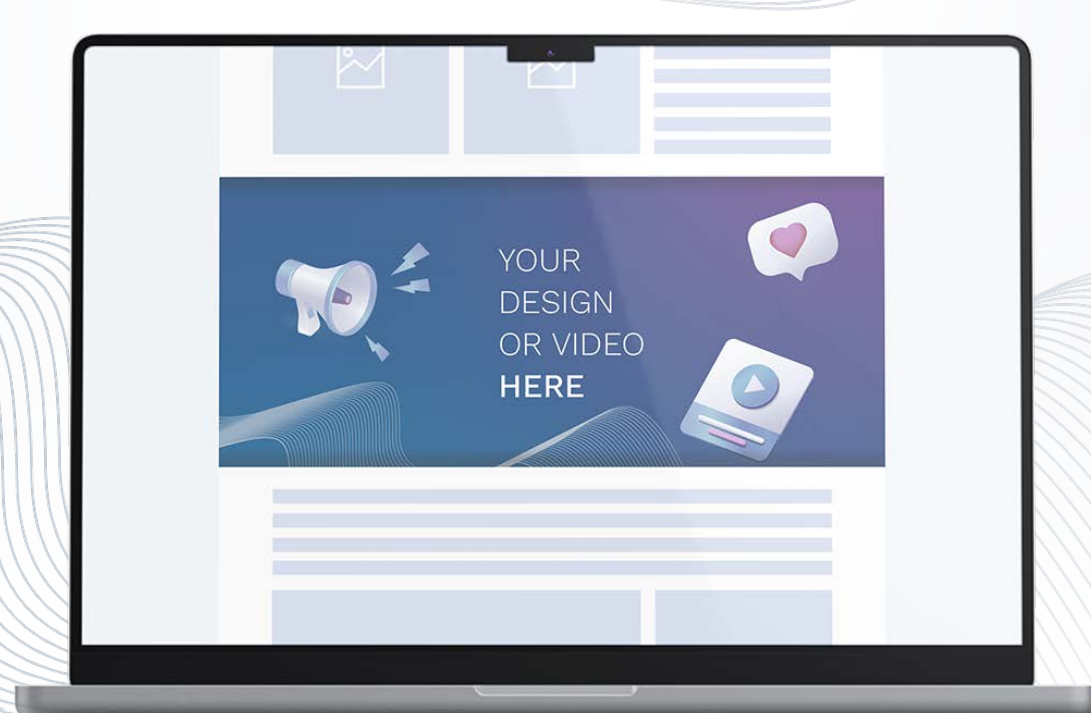


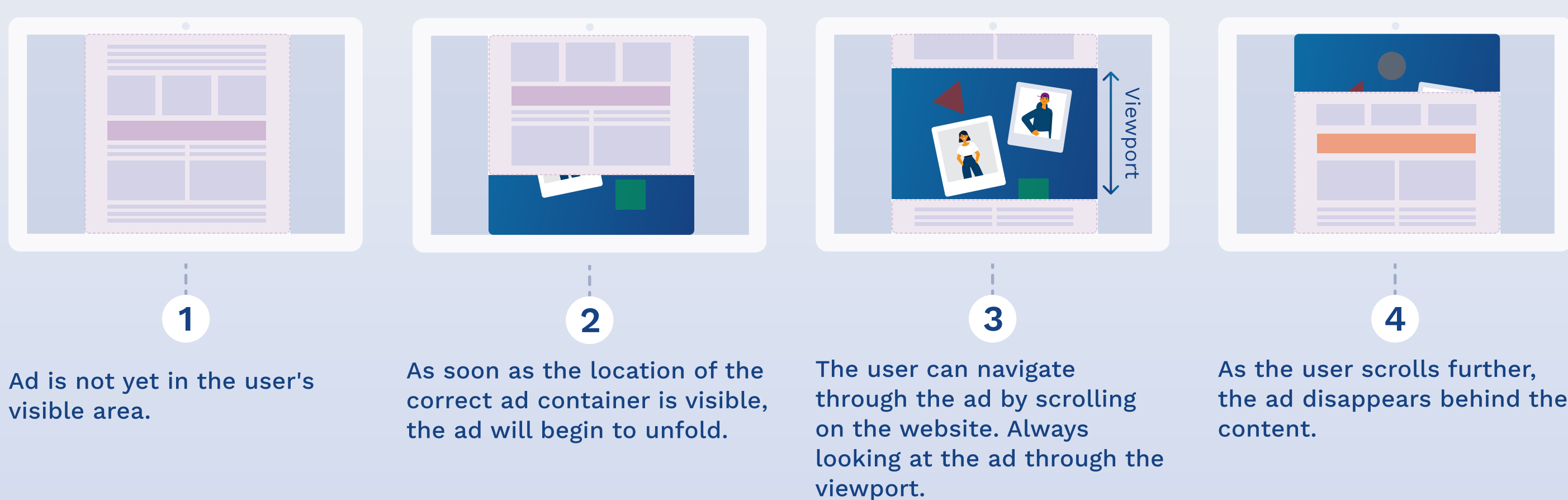
# MIDSCROLL DESKTOP SPECIFICATIONS



## 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

### IMAGE+VIDEO

Preview

Component	File Format	Info	Comment
VIDEO	MP4, MOV, AVI, MKV	<b>Mass</b> <b>Duration</b> <b>Weight</b>	HD/FullHD 16:9 Max. 30 Sec. Max. 50 MB
FOREGROUND (Logo, Text, CTA)	PNG, SVG, JPG, Photoshop, InDesign, Illustrator	<b>Mass</b> <b>Weight</b>	1000x500px 1 MB Elements (logo, text, CTA) can also be delivered separately.
BACKGROUND	PNG, JPG, Photoshop, InDesign, Illustrator	<b>Mass</b> <b>Weight</b>	1400x1800px 1 MB

### ANIMATED

Preview

Component	File Format	Info	Comment
HTML5-BANNER	HTML5*	<b>Mass</b> <b>Duration</b> <b>Weight</b>	1400x1800px Max. 30 Sec. 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> <b>Weight</b>	1000x500px 1 MB Elements (logo, text, CTA) can also be delivered separately.
BACKGROUND	PNG, JPG, Photoshop, InDesign, Illustrator	<b>Mass</b> <b>Weight</b>	1400x1800px 1 MB

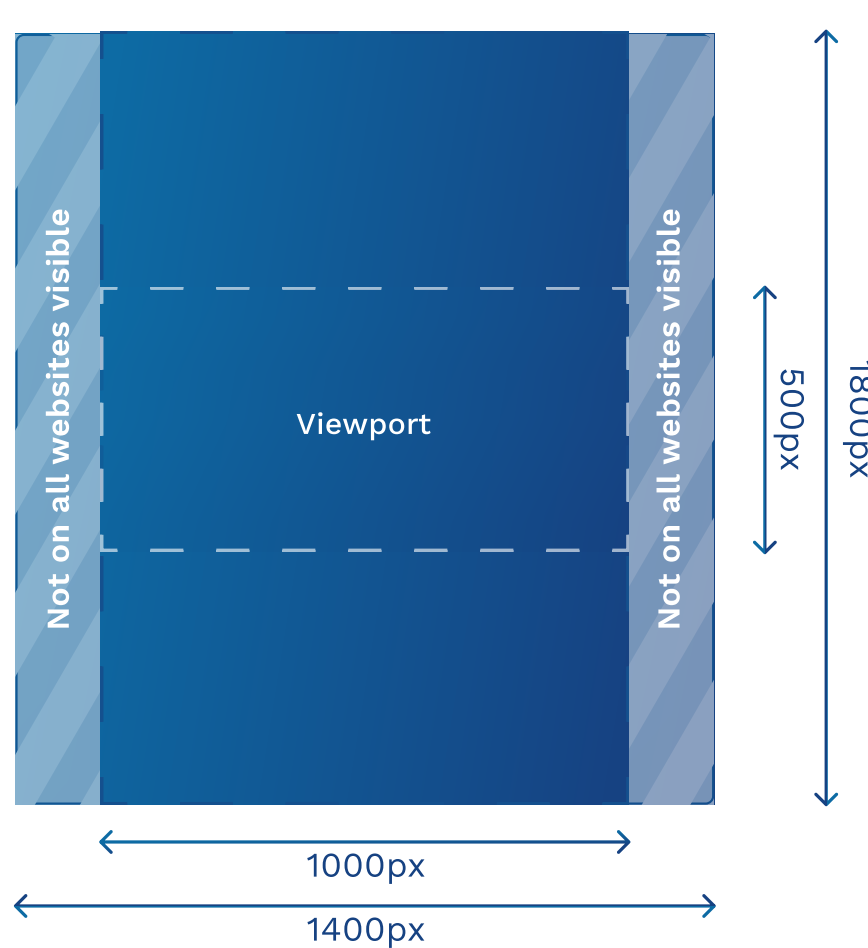
\*When delivering finished HTML5 banners, please ensure that NO click tags are included. In the Google Web Designer, please set the AD Environment to Non-Google Ad. Otherwise, unnecessary libraries will be loaded that slow down the loading time.



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

## DIMENSIONS

### Guidelines for Viewport and Safe Zone:



The ad fills the entire width of the content. The viewport is based on the width with a ratio of 2:1. The height can be smaller due to publisher settings.

Important elements (text, logos, CTA, etc.) should be placed in the foreground (viewport, vertically centred) so that all elements are visible together.

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](mailto:admanagement@codevelop.io)

Other Formats