

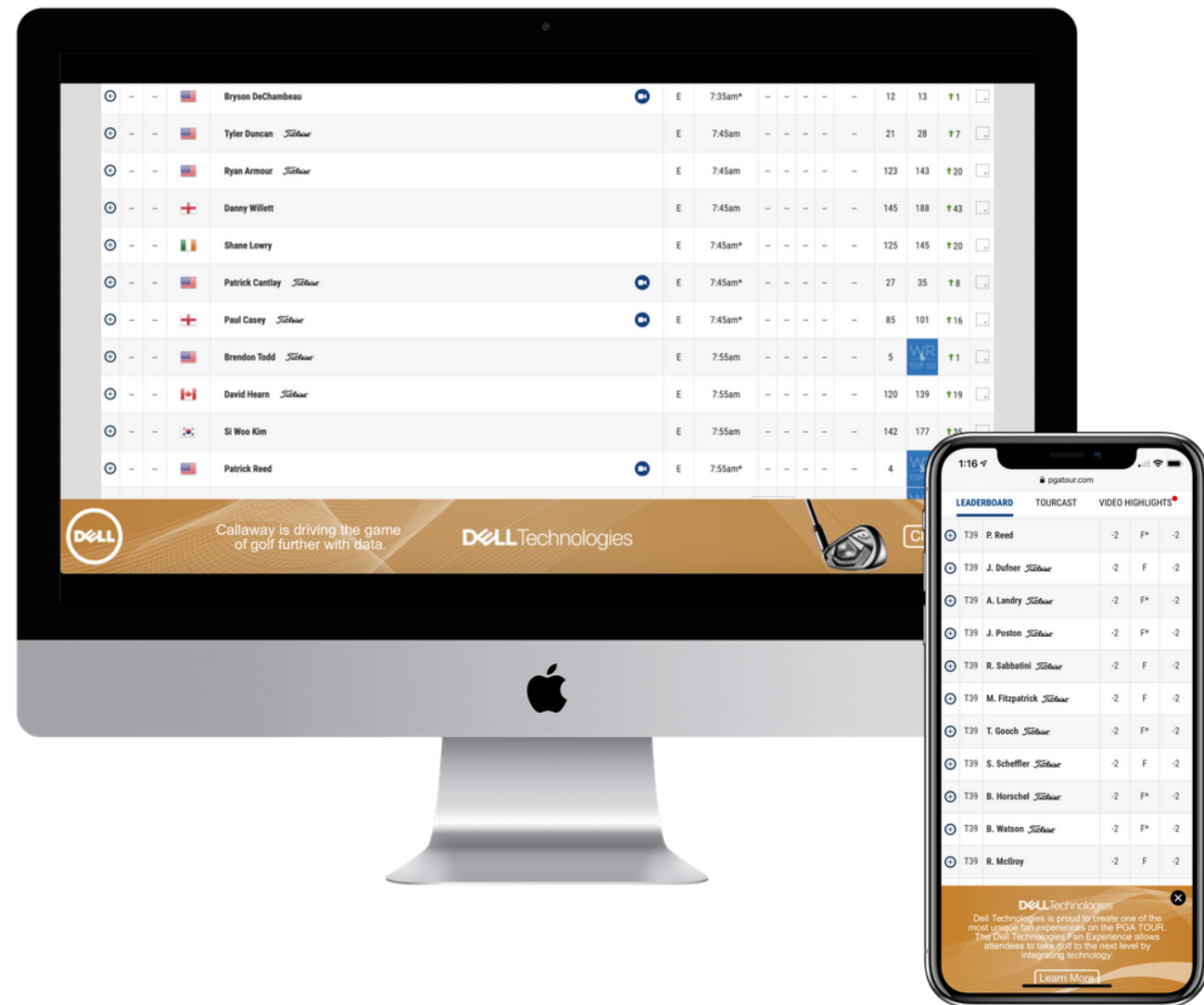


PREMIUM FLOOR

Specifications & Style Guide



CLICK [HERE](#) TO SEE IT IN ACTION



SCAN QR CODE
TO VIEW
MOBILE DEMO

ANCHOR

- Sticky unit that loads in an expanded state along bottom of page, before collapsing down after 3 seconds on mobile
- Strong performing format yielding high viewability and engagement
- Creative flexibility within ad template to include HTML5 animation, interactive video and more!



Desktop



Tablet



Mobile
Web



Mobile
App

DIMENSIONS & ASSETS

ADHESION DIMENSIONS

Desktop, Tablet & Phone:

- Background: 1920x110
- Breakpoint 1: 1320x110
- Breakpoint 2: 750x110

Phone Portrait: 750x150

EXPANDED DIMENSIONS

Desktop, Tablet & Phone:

- Background: 1920x300
- Breakpoint 1: 1320x300
- Breakpoint 2: 750x300

Phone Portrait: 750x600



PSD TEMPLATE

Please provide layered, organized PSD files to allow for additional interactive animation and responsive scaling; Please separate branding and messaging from background image. Fonts: .otf, .ttf.

[DOWNLOAD
PSD TEMPLATE](#)

Lead time: Minimum 10 business days

Click on the button above to access PSD templates.

HTML5 AD REQUIREMENTS

Defining Ad Space

Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).

Max CPU

Ad not to exceed 30% CPU usage during host-initiated execution.

SSL Secure

HTML5 Creatives must be SSL Secure.

Max number of host-initiated file requests

Ad not to exceed 15 file requests during initial file load and host-initiated subload. Unlimited file requests allowed after user-interaction.

SafeFrames

DFP serves HTML5 bundles in SafeFrame iFrames. This is not optional.