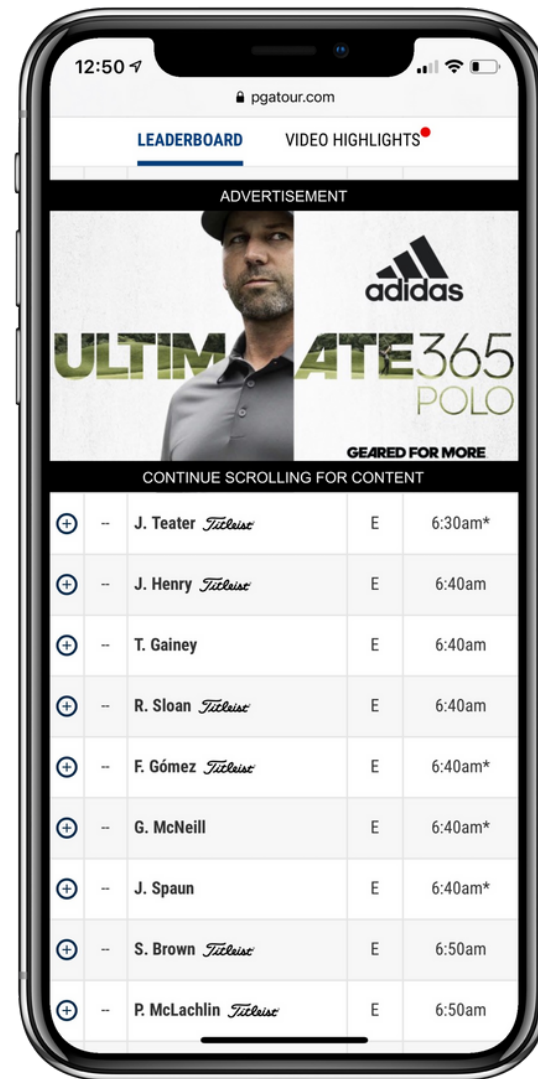




# SCROLLER

Specifications & Style Guide





# WHAT ARE YOU GETTING?

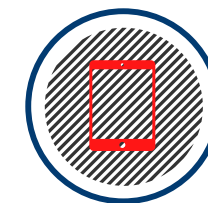
- Inline format that reveals fullscreen through a smaller window
- Premium exposure featured prominently within our article content
- Maximum reach & exposure across our mobile platform audiences



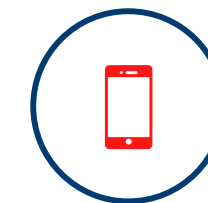
SCAN QR CODE  
TO VIEW  
MOBILE DEMO



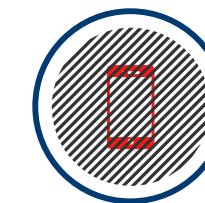
Desktop



Tablet



Mobile  
Web



Mobile  
App

# DIMENSIONS & ASSETS



## MOBILE PORTRAIT

Background:	720x1280
Reveal Window:	720x480
Safe Area	650x850

## PSD TEMPLATE

Please provide layered, organized PSD files to allow for additional interactive animation and responsive scaling; Separate branding and messaging from background image.

Fonts: .otf, .ttf.

Image Files: .jpg, .png, .gif



[DOWNLOAD  
PSD TEMPLATE](#)

Lead time: Minimum 10 business days

Click on the button above to access PSD templates.

# HTML5 AD REQUIREMENTS

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## 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.