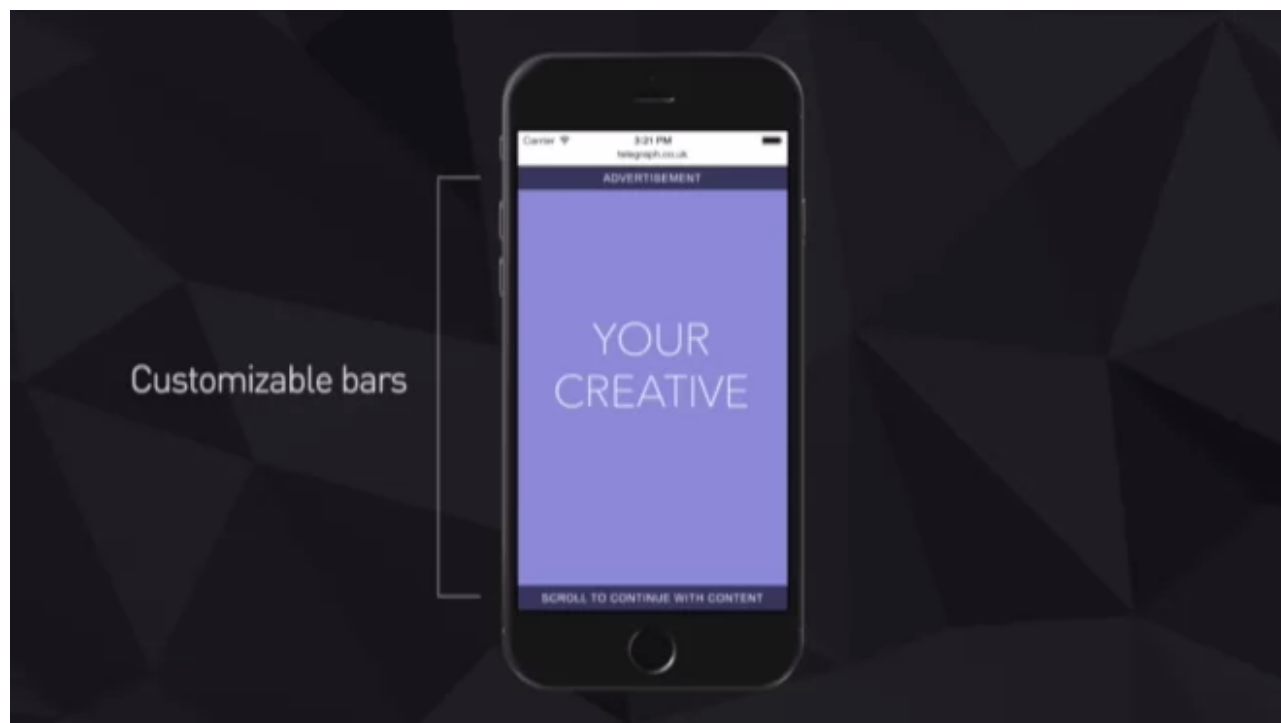


# Interscroller

An inline, single unit full height scroll-in ad format that reveals as the user scrolls through publisher content.

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Updated: March 15th, 2019



## General Information

Celtra's Interscroller format provides a "friendly" way to display a full-screen interstitial creative.

- Designed to take advantage of Celtra's [Responsive Design](#) features.
- Supports creatives built for both orientations<sup>1</sup>.
- The placement will always dynamically adjust to the full current height of the viewport.
- [Overflow](#) is enabled by default and uses the same color set as the Stage Color.

# Availability

Phone, tablet,  
desktop

Web SDK:

- iOS (Safari)
  - Android (native, Chrome)
  - Desktop (Safari, Chrome, Firefox)
- 

## User Experience

The creative comes into view as the user scrolls through the content on the publisher's website. Creative content appears "beneath" the publisher's content, fixed to the screen, and is revealed by a gap in the publisher content layer.<sup>2</sup>

When the height of the revealed placement reaches 85% of the current viewport height, the publisher content "snaps" around the creative, revealing all of the creative content.

The height of the gap (placement) is adjusted dynamically to the current height of the viewport.

When users are done viewing and interacting with the creative, they can scroll up or down on the publisher's website to continue viewing content.

### Fallback behavior

Unsupported platforms (Windows Phone) will display the fully functional creative as an inline banner with the height of the placement dynamically adjusted to the current height of the viewport.

## Size and Sizing

- We recommend that you build your Interscroller creatives using our [Responsive Design](#) features. A responsively designed creative will easily adapt to any device screen size.
- If you're using a fixed-size creative, select the unit size of the smallest device that you might target. For example, if you are trafficking on mobile devices and you know you might reach users on iPhone 4, build a creative based on the iPhone 4 size (320 x 356).

- To accommodate both orientations, you should build your creatives for both landscape and portrait orientations.
- Background overflow should always be used to fill the full placement area on larger devices.

## Phone

**Recommended background overflow size:** at least 736 x 736 pixels.

You should design your creative with a buffer of 20px on the top and bottom to accommodate for the Notice bars.

Portrait	<p><b>Default Size:</b></p> <ul style="list-style-type: none"> <li>• <b>iPhone 4/4s:</b> 320 x 356</li> <li>• <b>iPhone 5/5s/5c:</b> 320 x 528</li> <li>• <b>iPhone 6:</b> 375 x 627</li> <li>• <b>iPhone 6+:</b> 414 x 696</li> </ul>	<p><b>Safe Size (with buffer):</b></p> <ul style="list-style-type: none"> <li>• <b>iPhone 4/4s:</b> 320 x 316</li> <li>• <b>iPhone 5/5s/5c:</b> 320 x 488</li> <li>• <b>iPhone 6:</b> 375 x 587</li> <li>• <b>iPhone 6+:</b> 414 x 656</li> </ul>
Landscape	<p><b>Default Size:</b></p> <ul style="list-style-type: none"> <li>• <b>iPhone 4/4s:</b> 480 x 208</li> <li>• <b>iPhone 5/5s/5c:</b> 568 x 320</li> <li>• <b>iPhone 6:</b> 667 x 375</li> <li>• <b>iPhone 6+:</b> 736 x 414</li> </ul>	<p><b>Safe Size (with buffer):</b></p> <ul style="list-style-type: none"> <li>• <b>iPhone 4/4s:</b> 480 x 168</li> <li>• <b>iPhone 5/5s/5c:</b> 568 x 280</li> <li>• <b>iPhone 6:</b> 667 x 335</li> <li>• <b>iPhone 6+:</b> 736 x 374</li> </ul>
Independent	<p><b>Default Size:</b></p> <ul style="list-style-type: none"> <li>• <b>iPhone 4/4s:</b> 320 x 208</li> <li>• <b>iPhone 5/5s/5c:</b> 320 x 320</li> <li>• <b>iPhone 6:</b> 375 x 375</li> <li>• <b>iPhone 6+:</b> 414 x 414</li> </ul>	<p><b>Safe Size (with buffer):</b></p> <ul style="list-style-type: none"> <li>• <b>iPhone 4/4s:</b> 320 x 168</li> <li>• <b>iPhone 5/5s/5c:</b> 320 x 288</li> <li>• <b>iPhone 6:</b> 375 x 335</li> <li>• <b>iPhone 6+:</b> 414 x 374</li> </ul>

## Tablet

**Recommended background overflow size:** at least 1024 x 1024 pixels.

You should design your creative with a buffer of 20px on the top and bottom to accommodate for the Notice bars.

Active area of the creative (ad unit size)

#### Default Size:

- **Landscape:** 1024 x 692
- **Portrait:** 768 x 1028
- **Independent:** 768 x 692

#### Safe Size (with buffer):

- **Landscape:** 1024 x 652
- **Portrait:** 768 x 988
- **Independent:** 768 x 652

## Desktop

**Recommended background overflow size:** at least 2560 x 1440 pixels.

You should design your creative with a buffer of 20px on the top and bottom to accommodate for the Notice bars.

**Active area of the creative (ad unit size):** 1230 x 600 pixels (1230 x 560 pixels safe size).

## Trafficking

You can traffic Interscroller creatives either in a 300x250 or 1x1 ad placement below the fold.

The format contains several trafficking options that you can use to customize the display of the placement.

### Notice Bars

On the notice bars that frame the placement on the top and bottom, you can customize the:

- bar color
- text color
- text <sup>3</sup>
- top offset
- bottom offset

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SPONSORED

CONTENT CONTINUES

### Hide Notice Bars

In certain scenarios, such as when your creative uses a fullscreen Inline Video, you may want to hide the notice/advertisement bars so that the component furniture icons are in full view.

To hide notice bars at **runtime**, add the following runtime parameter to your tag:

```
'removeAdvertisementBars'
```

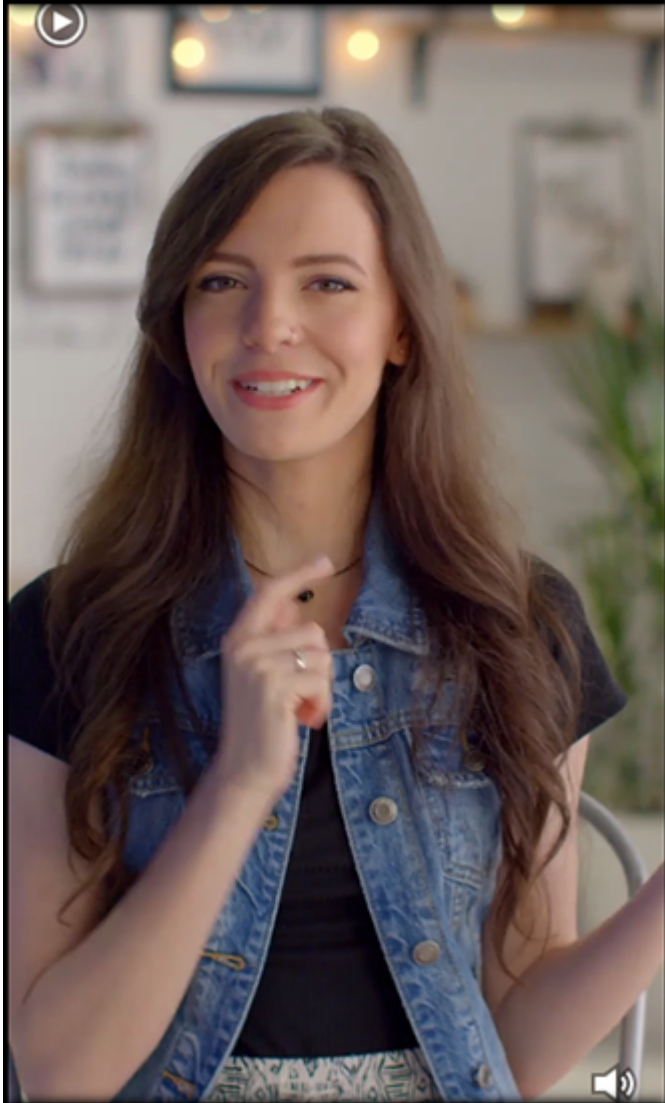
To check how the parameter affects the creative in Preview, add this parameter to the end of the Preview URL: `&rp.removeAdvertisementBars=1`

### Shrink Icon Wrapper

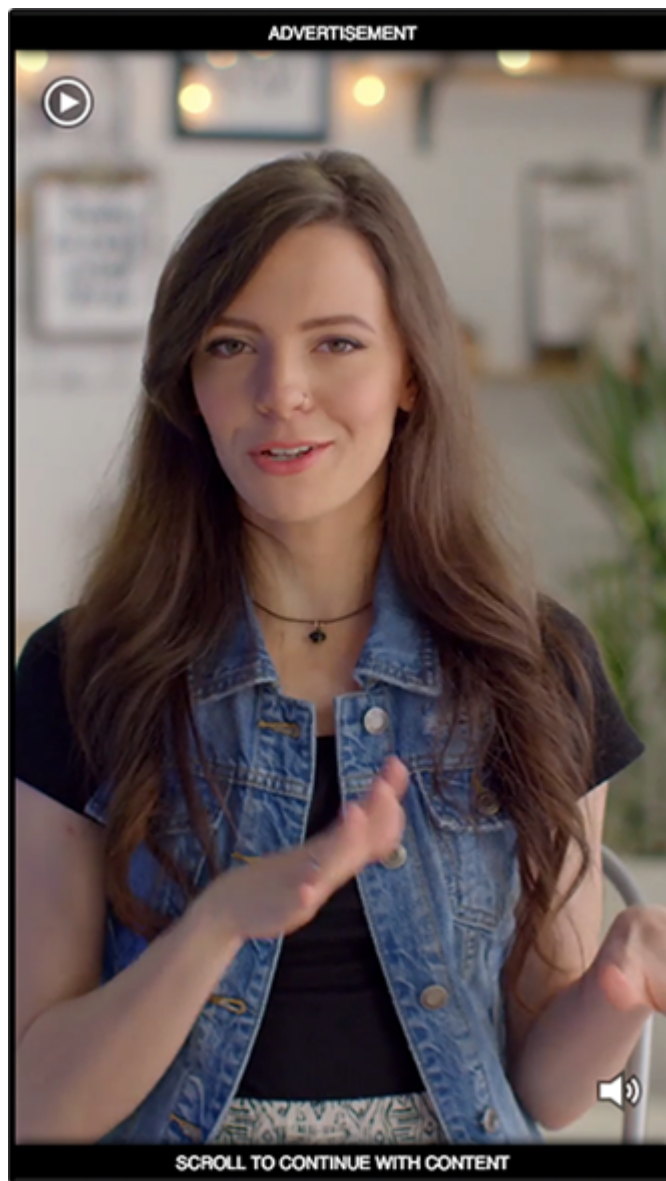
You can also shrink the icon wrapper 20px at the top and bottom to compensate for the Interscroller's notice bars if needed. To shrink the icon wrapper at **runtime**, add the following runtime parameter to your tag: `'enableVerticalVideoUIOffset'`

To check how the parameter affects the creative in Preview, add this parameter to the end of the Preview URL: `&rp.enableVerticalVideoUIOffset=1`

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## Position Offset

In some scenarios, the website on which the Interscroller ad runs may have a fixed menu bar on screen. Use the offset to create space for the notification bars.

For example, on sites with a fixed 40 px menu bar, set the top position offset to 40 to prevent the top notification bar from disappearing under the menu bar.

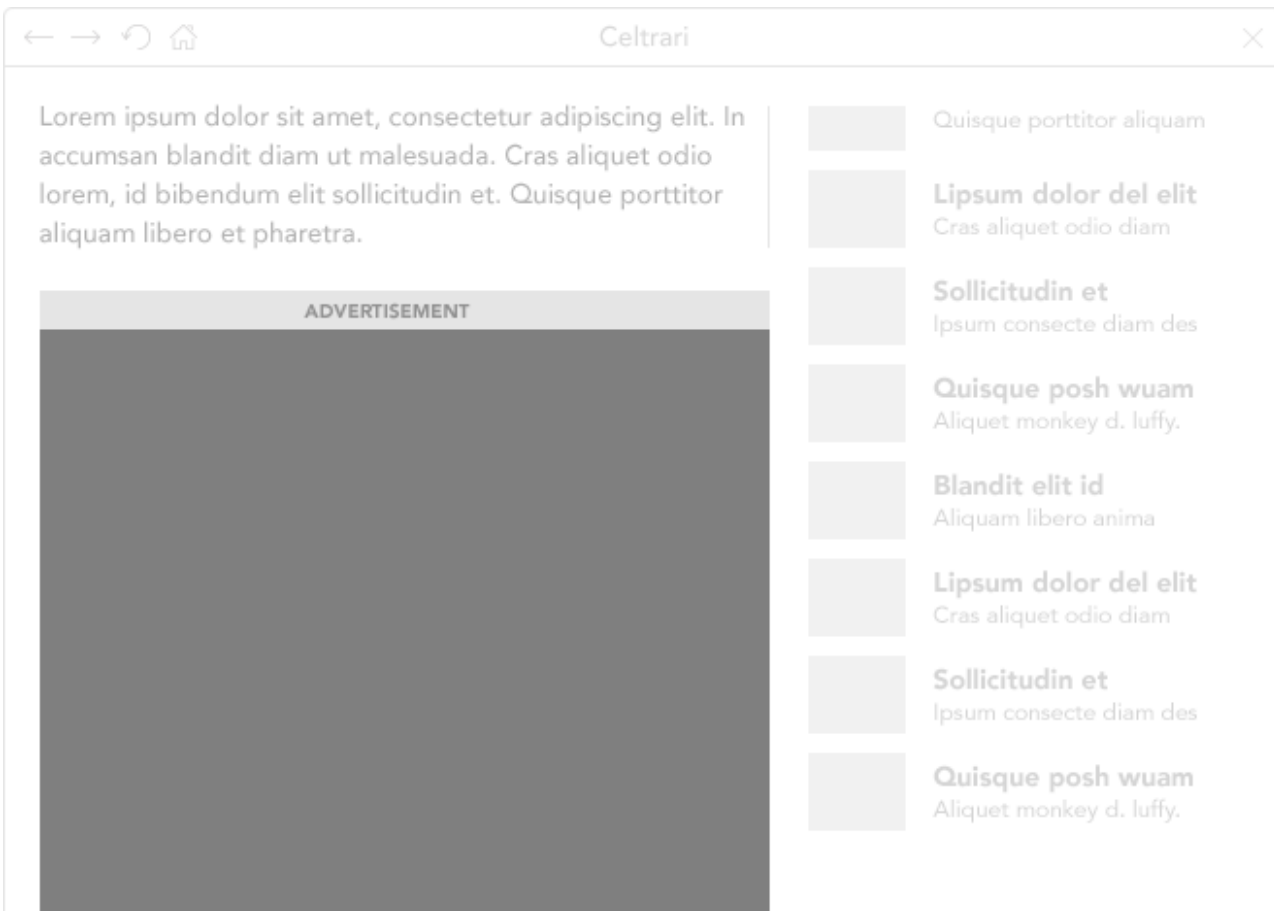
## Width Behavior

You can control the width behavior of the placement.

**Full screen width:** Displays the creative using the screen's full width.



**Container width:** Constrains the creative to the width of the placement's container.





# Placement Details

Follow these best practices to ensure that your Interscroller ad performs as optimally as possible:

- The trafficking tag should be placed **inline**, and "**below the fold**". That is, it should be placed so that users need to scroll down through content to reach the ad.
- The tag should be inserted directly into the page's HTML.
- Only friendly Iframe wrapping is allowed. Hostile Iframe and SafeFrame wrapping is not supported.
- The page must contain a mobile-optimized viewport tag.
- The format assumes that the window containing the page is scrollable. This is verifiable by typing `window.scrollTo(0, 100)` into the browser's javascript console.
- The tag must not be nested in any containers which cause its content to become scrollable (elements with `overflow: scroll` and elements with `overflow: auto` whose content exceeds their explicit size).

## Previewing

The ad unit sits under the fold, meaning the preview page must be scrolled down to reveal the ad.

## Analytics

Interscroller currently uses existing metrics for Banner units.

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1. If you design for only one orientation, when users rotate their device to the other orientation, the "please rotate device" screen will appear in place of the creative. ↩
2. This means that the creative content does not scroll. Rather, the publisher's content scrolls over the creative content. ↩
3. The text you enter can be in any language. ↩