

Interscroller

Celtra's exclusive Interscroller format is an inline, in-feed interstitial ad format.

General Information:

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

- Designed to take advantage of AdCreator's Responsive Design features.
- Supports creatives built for both orientations.
- 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:



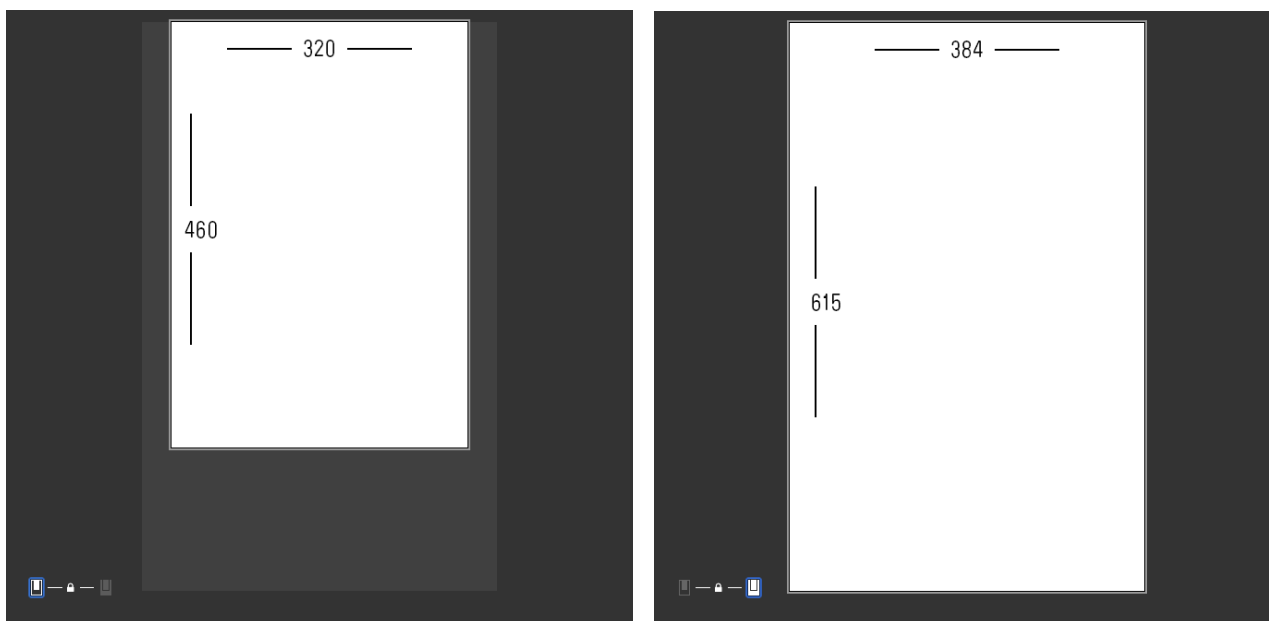
Phone, Tablet	iOS 7+ / Android 4.4+ Safari, Chrome & default device web browsers.
Desktop	Chrome, Firefox, and Safari browsers only. Internet Explorer and Edge browsers fallback to a pagebreak or fixed height inline banner.

Design Recommendations:

- Design your creative to take advantage of AdCreator's Responsive Layout features.
- Prepare assets in Retina resolution (double density).
- When saving assets append @2x to the filename (e.g. cta_button@2x.png) as this will allow AC to recognize the asset is Retina.
- Compress and optimize image assets to keep page weight down. [TinyPNG](#) is a great 3rd party tool for optimizing high resolution PNG and JPG images.

Design Specifications:

Responsively designed creatives in AdCreator present two stages to support multiple screen sizes. These stages cover small-to-medium and medium-to-large screens.



In the table below, the initial size is the full screen creative's width and height and equates to the dimensions of the large stage (x2 for Retina). The safe area is the small stage width with the height reduced by 20px top and bottom to allow for the Notice Bars.

Smartphone

Portrait: 768x1230 pixels (safe area 640x880)

Landscape: 1280x646 pixels (safe area 960x394)*

Tablet

Portrait: 1600x2290 pixels (safe area 1536x1780)

Landscape: 2560x1330 pixels (safe area 2048x1248)*

Desktop

Ad Unit: 1230x600 pixels (safe area 1230x560)

Background for Overflow: 2560x1440 pixels

*Optional: Check with publisher if landscape version is required.

Interscroller for desktop uses a fixed width and height for the active ad unit and an oversized background image for overflow to accommodate high resolution screens.

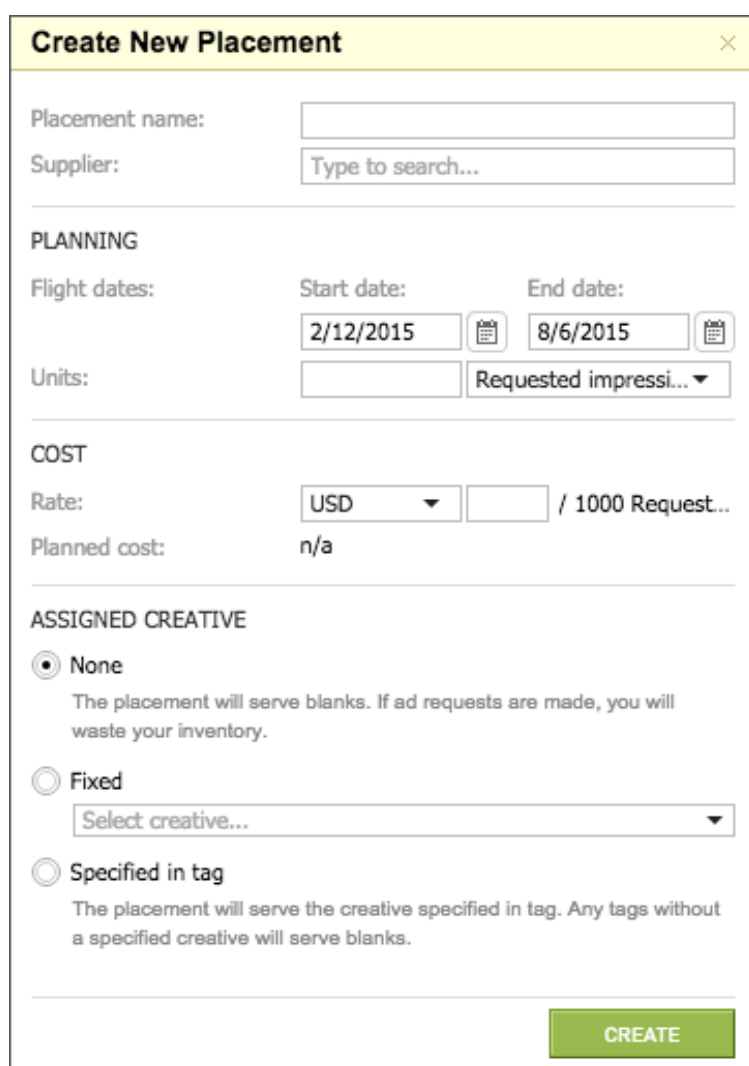
Download smartphone design template (PSD): <https://goo.gl/219QQ8>

Trafficking a Creative:

In AdCreator, this is done by creating a Placement, and assigning the creative to that placement.

Create a Placement:

On the Placements tab of your AdCreator campaign, click +New Placement to create a new placement.



The screenshot shows a 'Create New Placement' dialog box with the following sections:

- Placement name:** A text input field.
- Supplier:** A text input field with the placeholder 'Type to search...'.
- PLANNING**
 - Flight dates:** Includes 'Start date' (2/12/2015) and 'End date' (8/6/2015), each with a calendar icon.
 - Units:** A text input field and a dropdown menu set to 'Requested impressi...'.
- COST**
 - Rate:** A dropdown menu set to 'USD', a text input field, and the text '/ 1000 Request...'.
 - Planned cost:** The value 'n/a'.
- ASSIGNED CREATIVE**
 - None**
The placement will serve blanks. If ad requests are made, you will waste your inventory.
 - Fixed**
A dropdown menu labeled 'Select creative...'.
 - Specified in tag**
The placement will serve the creative specified in tag. Any tags without a specified creative will serve blanks.

A green 'CREATE' button is located at the bottom right of the form.

Fill in the Placement name, supplier (Nine) and assign the Interscroller using the Fixed option to select the creative. The Planning and Cost fields are optional and for information purposes only.

Configure External Tracking on the Placement:

You can add pixel URLs to Standard events or any other event you configure inside the creative. Additionally, you can choose to expose these fields in the Tag Generator so that the publisher can add their own tracking.

External Tracking

PLACEMENT NAME
Automotive

	YOUR THIRD PARTY TRACKING	EXPOSE TO SUPPLIER
STANDARD EVENTS		
Requested impressions	<input type="text" value="Pixel URL"/>	<input type="checkbox"/>
Clicks	<input type="text" value="Pixel URL"/>	<input checked="" type="checkbox"/>
Served impressions	<input type="text" value="Pixel URL"/>	<input checked="" type="checkbox"/>
Core viewable impressions	<input type="text" value="Pixel URL"/>	<input checked="" type="checkbox"/>
IAB viewable impressions	<input type="text" value="Pixel URL"/>	<input checked="" type="checkbox"/>
CUSTOM EVENTS		
Interacted with 360	<input type="text" value="Pixel URL"/>	<input type="checkbox"/>
OPENED WEBSITES		
http://www.celtra.com	<input type="text" value="Pixel URL"/> <input type="checkbox"/> Use as destination	<input type="checkbox"/>

SAVE

Cachebusting:

You can use the %n or {celtraRandom} macros as cachebusters in 3rd party tracking URLs. The macro would replace the [timestamp] or similar variable in the 3rd party tracking URL string.

Generate the Tags

After the placement is created and tracking is configured, click Publish to access the Tag Generator URL and select Open or Send Via Email to send the link to the publishing, trafficking or Ad Ops team.

Publish ×

PLACEMENT NAME

Placement

LINK TO THE TAG GENERATOR

```
https://demo.celtra.com/tags.html#placement=6;
```

Tag Generator allows AD Ops to get an ad tag tailored to their ad technology for trafficking.

[Open](#) [Send Via E-mail](#)