

## Universal Formats

# Miniscroller

## Innovative, cross-device scrolling ad format

**Please note:** Celtra's Universal Formats are currently in Public Beta. The product and this documentation may change.



### Miniscroller Preview

<https://goo.gl/41OHYz>

**Universal Miniscroller is a creative format that automatically adapts the size of the creative to the device on which it's displayed.**

### General Information:

- Universal Miniscroller creatives are revealed through a gap in the publisher content.
- The Creative contains an Interactive Front unit and Non-interactive Back unit.
- The Front Unit overlays the Back Unit and moves along with the user's scroll.
- The back unit is fixed to the screen, and serves as the background to the creative.
- Users scroll away to dismiss the ad.
- Creative automatically adjusts its dimensions when Unit Variants change.

### Design Recommendations:

- Design your creative to take advantage of Universal's Flexible Layout features.
- Prepare mobile 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.

## Where does it work?



Web



Celtra SDK



Android



iOS



Smartphone



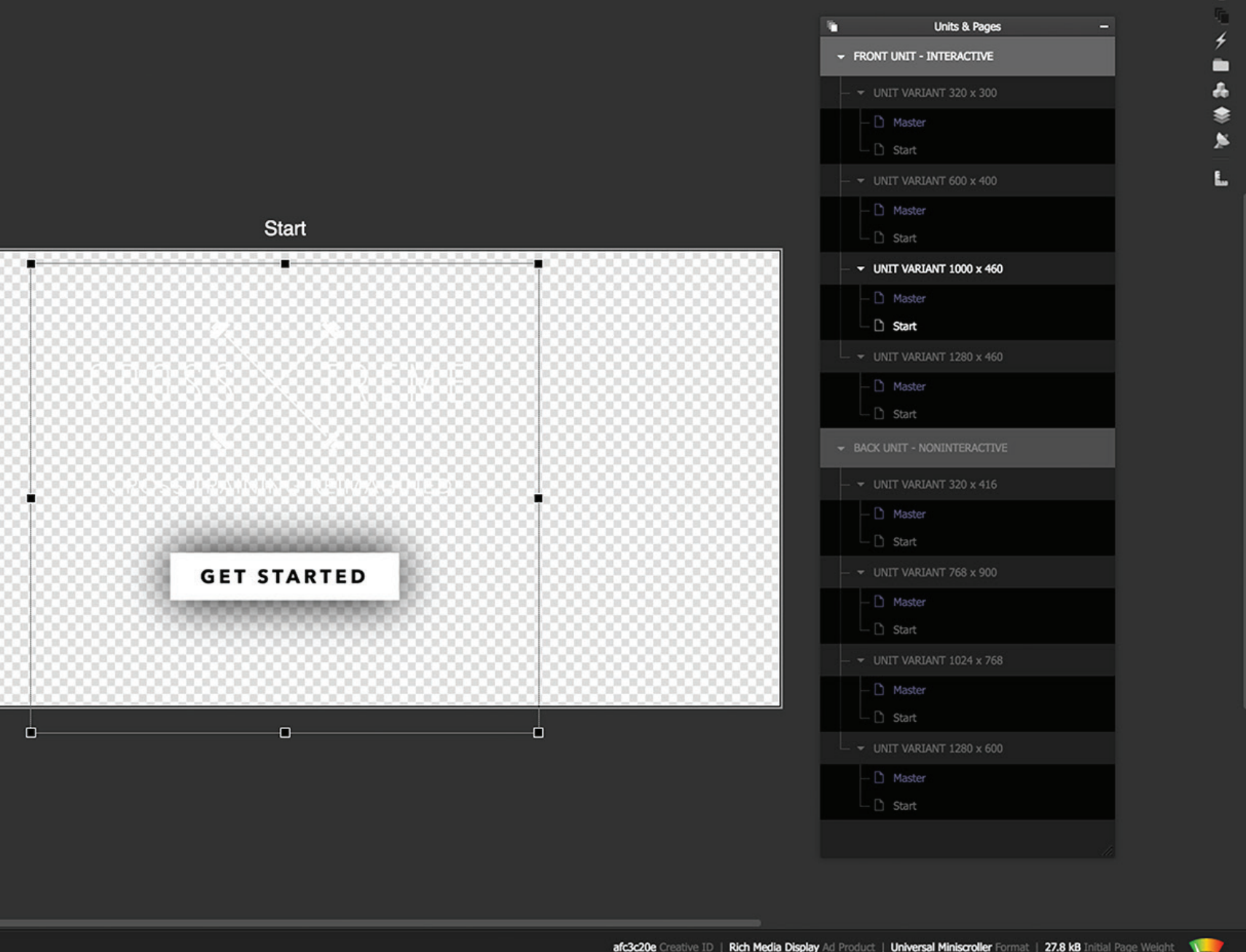
Tablet



Desktop

**Phone and Tablet:** iOS 8+ / 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 inline banner.



## Unit Variant Size Recommendation:

We recommend that you create a Unit Variant for each type of device you want to target. For example, if you want to create a banner that works across mobile, tablet, and desktop devices, create an appropriately sized Unit Variant for each.

Unit Variants are defined by their minimum width and minimum height. In a nutshell, this means that the Unit Variant can be served into any placement that is equal in size, up to the width of the next largest Unit Variant.

For example, you have the following Unit Variants:

- 320 x 250
- 640 x 250
- 1280 x 250

In this case, AdCreator selects the 320 x 250 Unit Variant for any placement 320px through 639px wide. A placement of 640px wide will get the 640 x 250 Unit Variant.

We recommend that you keep your Unit Variants similar in size. For example, don't include a vertical (Skyscraper: 120 x 600) Unit Variant in a creative that is meant to be a horizontal banner (320 x 250). All Unit Variants should have similar aspect ratios.

### Known Limitations

Page transitions are not yet available in the Builder for Universal Miniscroller.

Analytics will have only impression numbers. A funnel view of the format is available.

In-App placements require Celtra's Ad UX SDK.

## More Information

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