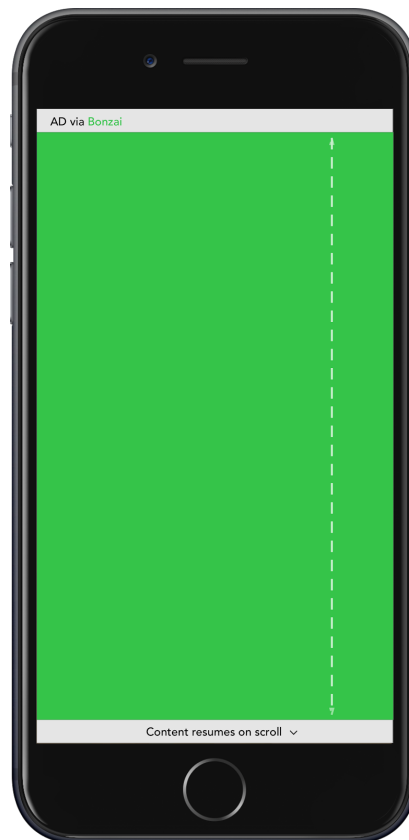# Scrollex

Scrollex is a perfect mix of maximum engagement for advertisers and respect for the experience. Unlike a frustrating pop-up, which are intrusive in the experience, Scrollex uses the natural behavior of scrolling down the web page to consume the content.

You can even make a Scrollex with any existing video/image assets you have. Typically, this format with a call-to-action in it performs best.

Platform
Mobile: Chrome on Android | Chrome, Safari on iOS
Desktop: No support

Type
HTML 5 | High Impact ad unit

Asset Settings

Image
Allowed image formats: JPG, GIF, PNG
Max image file size: 500KB
Orientation supported: Portrait only
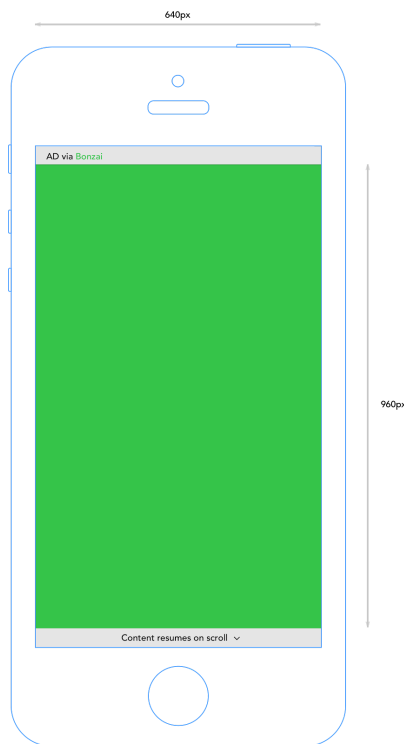Dimensions: 640x960 pixels

Video
Allowed image formats: MP4, webM
Max video file size: 10MB
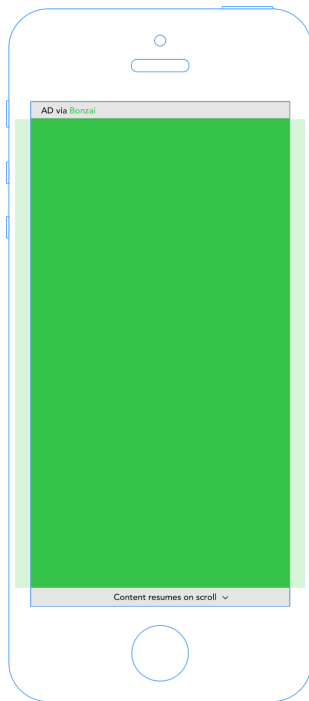Aspect ratio: 9:16
Orientation supported: Vertical Video

Design Specifications

The base resolution of the format is 640px by 960px and it is responsive while maintaining the aspect ratio of 1:0.67. Hence, if the device resolution is in the aspect ratio of 1:0.67, the viewport will have complete area of the Ad.

640px
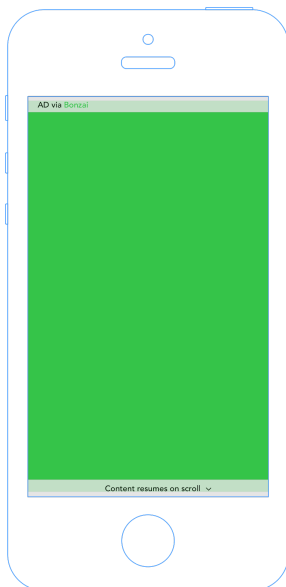
AD via Bonzai

960px

Content resumes on scroll ⌄

Normal scenario

When the height has a higher value in aspect ratio of 1:0.67 (Calculation of 640px X 960px), the format will snap by adjusting as per height of the viewport maintaining the aspect ratio. As a result, some Ad content won't be visible. However, this format always aligns the content in the center. Hence, a bit left and right portion depending on the adjustment will bleed out.

Height has a higher value w.r.t. aspect ratio

Similarly, when the width has a higher value in aspect ratio of 1:0.67 (Calculation of 640px X 960px), a bit top and bottom portion depending on the adjustment will bleed out.

Width has a higher value w.r.t. aspect ratio

This format allows your message to be present throughout a reader's experience without being intrusive or annoying. TruSkin works on infinite scroll pages and is fully responsive to tablet sizes.

- Provides outstanding in-view times and viewability scores.
- Supports creatives for both the orientation on Phone/ Tablet.

Ad panels

Top panel

AD via Bonzai

Bottom panel

Content resumes on scroll ⌄

The ad panels define the boundary of the Advertisement. Each of these panels have height of 20px each. Hence, total size of the advertisement will be (Ad Resolution + 20px + 20px).