

# HIGH IMPACT: MOBILE INTERSCROLLER

A sleek and elegant mobile-exclusive offering with high visibility and smooth scrolling transitions to seamlessly unveil your brand's message, all within a premium brand-safe environment.

## NOTES

- An active clickthrough must be provided
- Best Practice - ensure you keep the top & bottom 20 pixels clear of vital messaging

Ad Unit	Dimensions	Formats	Third Party Serving	Max File Size	Lead Time (Working Days)
Interscroller (Option 1 - Preferred)	2x images 468 x 320 and 320 x 468  (Landscape & Portrait)	png with transparent background  (Alpha channel)	Tracking Pixels only	200kb	5
	750 x 750  (Background Image)	jpg  (Background image should be abstract as it will be rendered differently, to depending on mobile device type)			
Interscroller (Option 2*)	2x images 468 x 320 and 320 x 468  (Landscape & Portrait)	jpg		200kb	

\* Due to devices having different screen ratios images may not full entire screen, in these cases a black bar will render.

