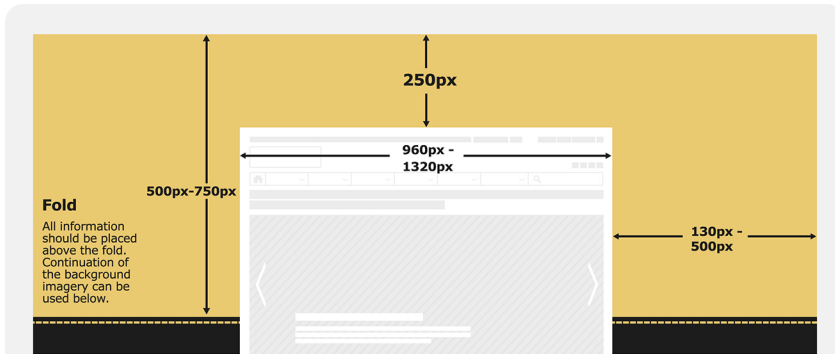# Superwide

A responsive High Impact animated format that supports interactive features and video. The scrolling sides increase attention and engagement without intrusion for a user-friendly page experience.

On Load

250px

960px - 1320px

500px-750px

Fold
All information should be placed above the fold. Continuation of the background imagery can be used below.

130px - 500px

On Scroll

Scrolling sides

The side bars will scroll down with the user to ensure content is always visible

PUBLISHER PAGE

THIS IS A RESPONSIVE FORMAT
Please design to the largest and smallest side panel dimensions. This will ensure that we can make the creative responsive at the build stage. Please see PSD template

Footer

Footer

Once the user reaches the bottom of the publisher page the footer will come into view

100px

Key

Demos

insk.in/786r22

insk.in/firb22

insk.in/42uekn
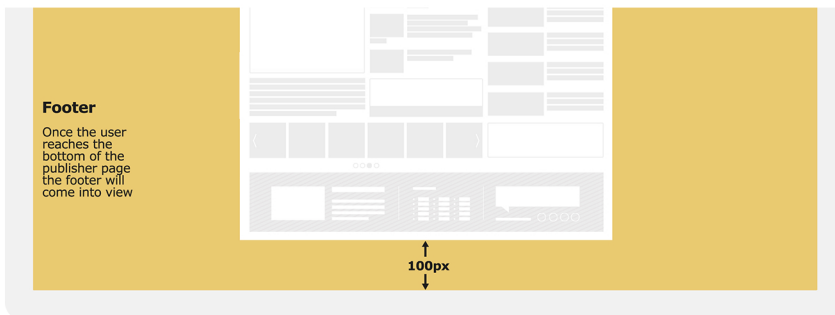
Device: Desktop

Assets Required:
-Vector or high resolution company or brand logos
-High resolution campaign imagery
-Product Shots (if applicable)
-Layered PSDs (if applicable)
-Taglines or copy including legals
-Call to action
-Corporate or campaign fonts

We accept completed designs in a PSD format.

Video (if required):
All videos will be optimised in house. Maximum auto-play video weight 1.4MB.
-Max autoplay 15s on desktop
-User initiated - unlimited (max 30s is recommended)

Other:
-Animation examples or storyboards
-Brand guidelines
-Translations

Design Recommendations:
-Please keep all important brand and campaign imagery and copy within the responsive safe area
-To maximise visual engagement re-introduce some of your key brand elements on user scroll

Technical Specifications:
-Intro Animation time should not exceed 15s
-Maximum creative weight on initial load 800 kB
-Maximum autoplay video weight 1.4 MB