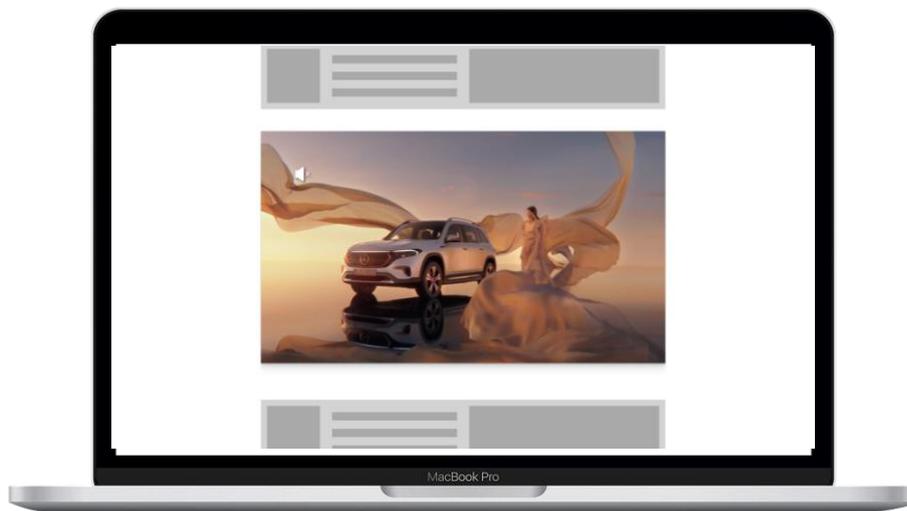# Specification Desktop Midscroll Ad

The Midscroll Ad is an advertising medium that is displayed in the content on the website. An above-average visibility is guaranteed due to the exclusive full-screen placement.

Demo – Image
Demo – Image + Video
Demo – Full Video

Image			
Component	Format	Size	Comments
Background Image	JPG/PNG/GIF	1420x1080 Pixel	
Foreground Image	PNG	1420x1080 Pixel	Responsive Visuals

Image + Video			
Component	Format	Size	Comments
Background Image	JPG/PNG/GIF	1420x1080 Pixel	
Foreground Image	PNG	1420x1080 Pixel	Responsive Visuals
Video	MOV/AVI/MP4	16:9 / 9:16	No weight restriction

Full Video			
Component	Format	Size	Comments
Video	MOV/AVI/MP4	16:9	No weight restriction

Viewport

The content is opened to 500px height.
Therefore, it is recommended to place visuals that need to be visible together next to each other and in the foreground image.

Visuals that are placed in the background image can be cut off.

Video Meetrics

If these are to be measured with your own ad server, please supply VAST 2.0 TAGs.
The videos must nevertheless be delivered physically as MP4 files. In addition, a click command is required for the background.

We recommend a video length of up to 30 seconds.

The material must be delivered at least 5 working days before the start of the campaign.

contact: service@publica4.com