

## Specification Mobile 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	1080x1920 Pixel	
Foreground Image	PNG	1080x1920 Pixel	Responsive Visuals

Image + Video			
Component	Format	Size	Comments
Background Image	JPG/PNG/GIF	1080x1920 Pixel	
Foreground Image	PNG	1080x1920 Pixel	Responsive Visuals
Video	MOV/AVI/MP4	16:9	No weight restriction

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

## **Viewport**

The content is opened to a height of 600px.

Therefore, it is recommended to place visuals that need to be visible together next to each other as well as in the foreground image.

Visuals placed in the background image may be cut off.

## **Video Metrics**

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.

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