

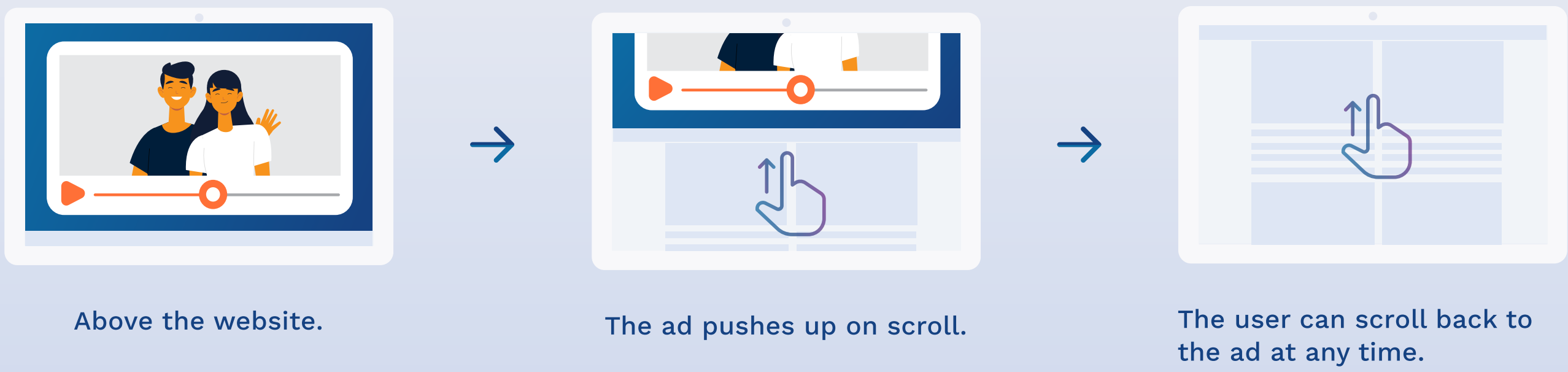
WELCOME AD DESKTOP SPECIFICATIONS



DESCRIPTION

The Welcome Ad Desktop finds its prominent place above the header area of the website. This is where this ad is effectively presented in the form of a video, image or HTML5 animation.

POSITIONING AND BEHAVIOUR



SPECIFICATIONS FOR DATA DELIVERY

VIDEO+IMAGE

Preview

Component	File Format	Info		Comment
VIDEO	MP4, MOV, AVI, MKV	Mass	HD/FullHD 16:9	
		Duration	Max. 30 Sec.	
		Weight	Max. 50 MB	
FOREGROUND (Logo, Text, CTA)	PNG, SVG, JPG, Photoshop, InDesign, Illustrator	Mass	3440x1528px	Elements (logo, text, CTA) can also be delivered separately.
		Weight	Max. 1 MB	
BACKGROUND	PNG, JPG, Photoshop, InDesign, Illustrator	Mass	3840x1728px	
		Weight	Max. 1 MB	

FULL VIDEO

Preview

Component	File Format	Info		Comment
VIDEO	MP4, MOV, AVI, MKV	Mass	16:9, 16:10, 2.35:1	
		Duration	Max. 30 Sec.	
		Weight	Max. 50 MB	

ANIMATED

Preview

Component	File Format	Info		Comment
HTML5-BANNER	HTML5*	Mass	3840x1728px	Finished programmed advertising material including the associated files.
		Duration	Max. 30 Sec.	
		Weight	Max. 5 MB	

IMAGE

Preview

Component	File Format	Info		Comment
FOREGROUND (Logo, Text, CTA)	PNG, SVG, JPG, Photoshop, InDesign, Illustrator	Mass	3440x1528px	Elements (logo, text, CTA) can also be delivered separately.
		Weight	Max. 1 MB	
BACKGROUND	PNG, JPG, Photoshop, InDesign, Illustrator	Mass	3840x1728px	Check the safe areas guide for delivering the best composition.
		Weight	Max. 1 MB	

*When delivering finished HTML5 banners, please ensure that NO click tags are included. In the Google Web Designer, please set the AD Environment to Non-Google Ad. Otherwise, unnecessary libraries will be loaded that slow down the loading time.

 Or contact us directly and we will help you create images and animations.

DIMENSIONS

Guidelines for Safe Zone:



Please be aware of the 'Scroll to Website' element at the bottom of the ad. Do not place any key visuals in this area.

 On smaller screens, parts of the background (3840x1728px) may be cut off.



Delivery of the data via the conventional download services.



Delivery:
admanagement@codevelop.io



5 days lead time

Ad is available for desktop and mobile.



Available for direct bookings and programmatic campaigns.

Check specifications for the mobile version



CONTACT

If you have any questions, please do not hesitate to contact us by phone or e-mail.

For questions:
+41 44 585 16 00
admanagement@codevelop.io

Other Formats 