

DYNAMIC HEAD DESKTOP SPECIFICATIONS



DESCRIPTION

The Dynamic Head Desktop finds its prominent place in the header area of the website. This is where this ad is effectively presented in the form of a video, image or HTML5 animation. When scrolling, the ad remains in the visible area of the user as a sticky wideboard/billboard and is cleverly accompanied by additional content.

POSITIONING AND BEHAVIOUR

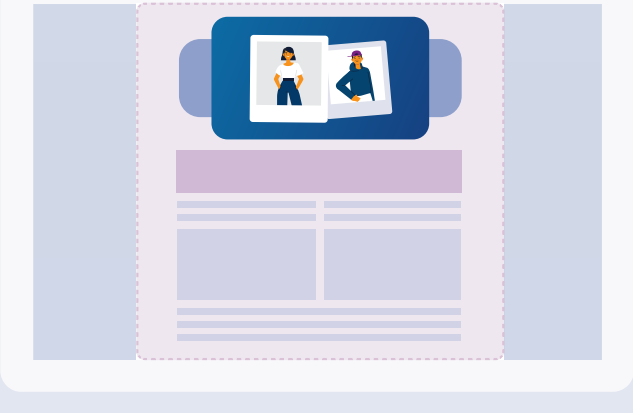
Resize Element:

1



Video

or



Image

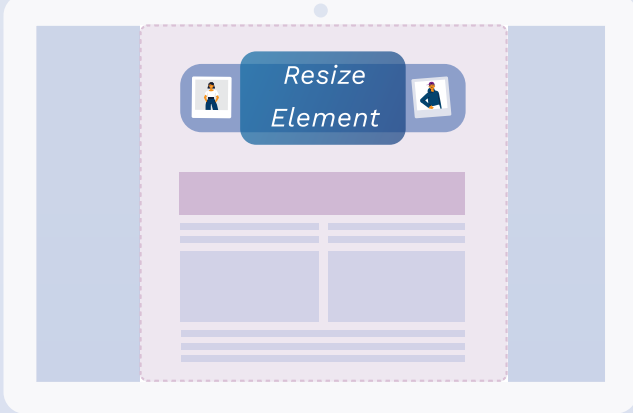
or



Animation

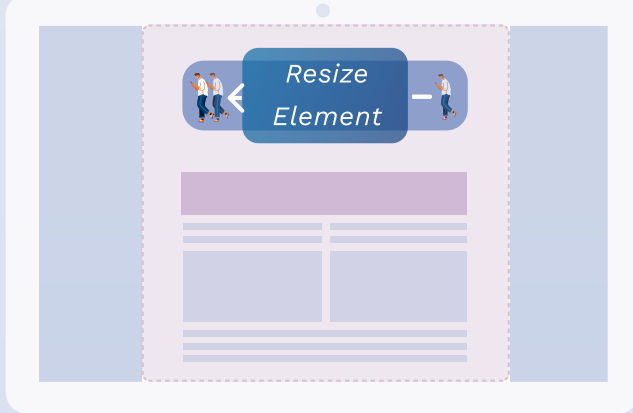
Background Element:

2



Image

or



Animation

Positioning options for the resize element:

1

2

Left

Preview

2

1

2

Centered

Preview

2

1

Right

Preview

SPECIFICATIONS FOR DATA DELIVERY

Resize Element:

Component	File format	Info	Comment
VIDEO	MP4, MOV, AVI, MKV	Ratio Duration Weight	16:9 (or 16:10, 2.35:1) Max. 30 Sec. Max. 50 MB
ANIMATION	HTML5*	Dimensions Weight	1988x1120px* Max. 1 MB
IMAGE	PNG, JPG, Photoshop, InDesign, Illustrator	Dimensions Weight	1988x1120px Max. 1 MB

Background Element:

Component	File format	Info	Comment
ANIMATION	HTML5*	Dimensions Weight	1988x500px* Max. 1 MB
IMAGE	PNG, JPG, Photoshop, InDesign, Illustrator	Dimensions Weight	1988x500px Max. 1 MB

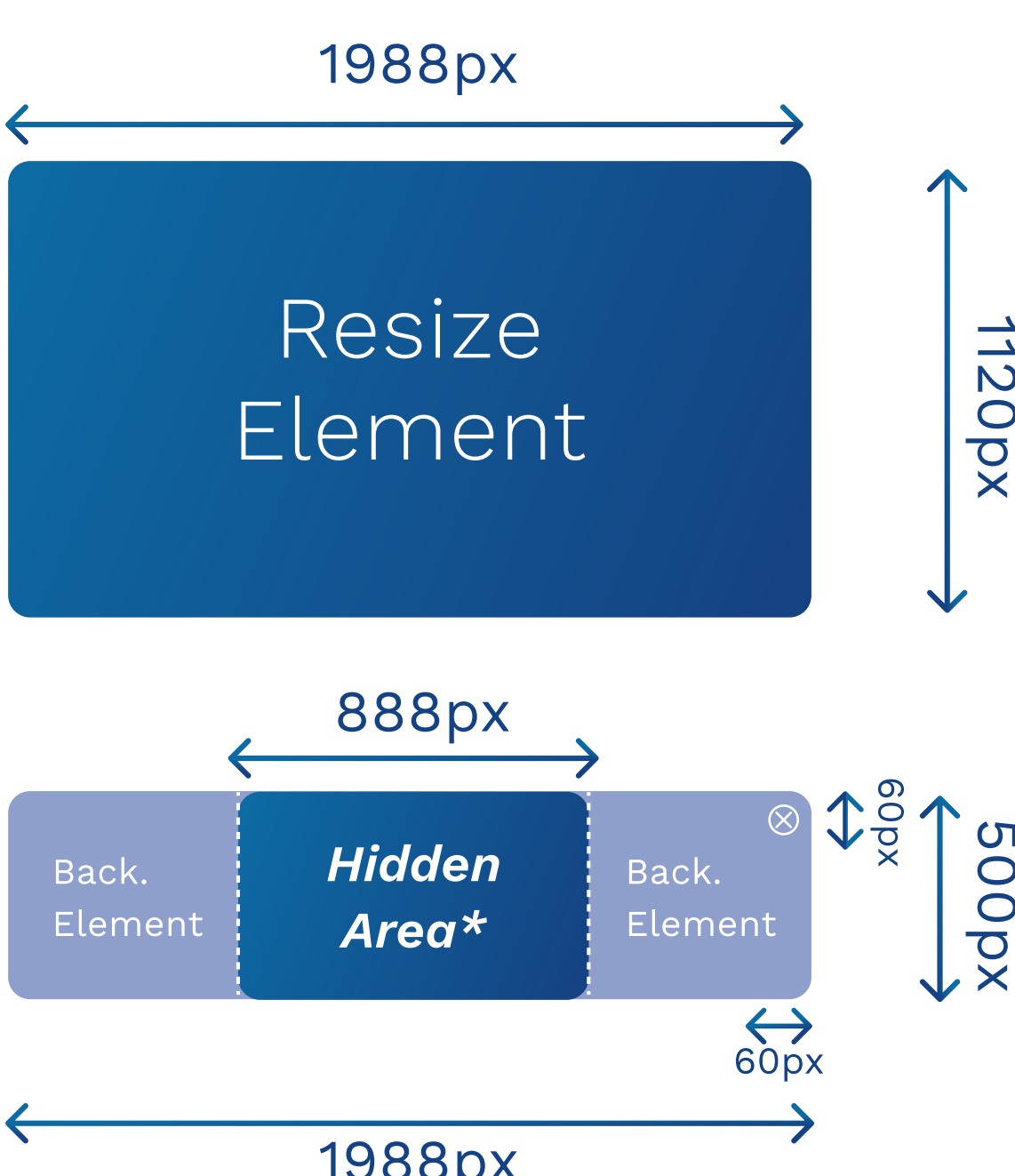
*When delivering banners, exclude click tags and set the AD Environment in Google Web Designer to Non-Google Ad to avoid loading unnecessary libraries and slowdowns.



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

DIMENSIONS AND RATIO

HD/Full HD 16:9



*Hidden Area: Area of the Background element is hidden by Resize element.



.Psd Layout Template



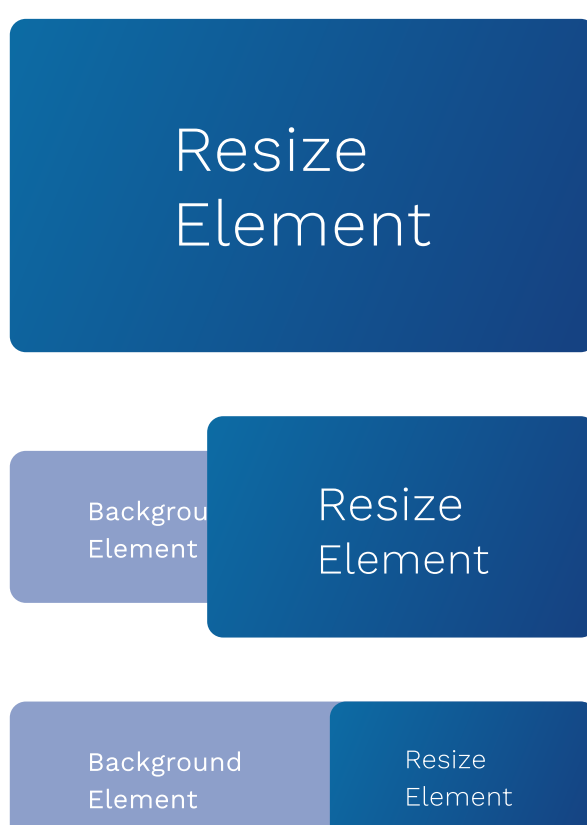
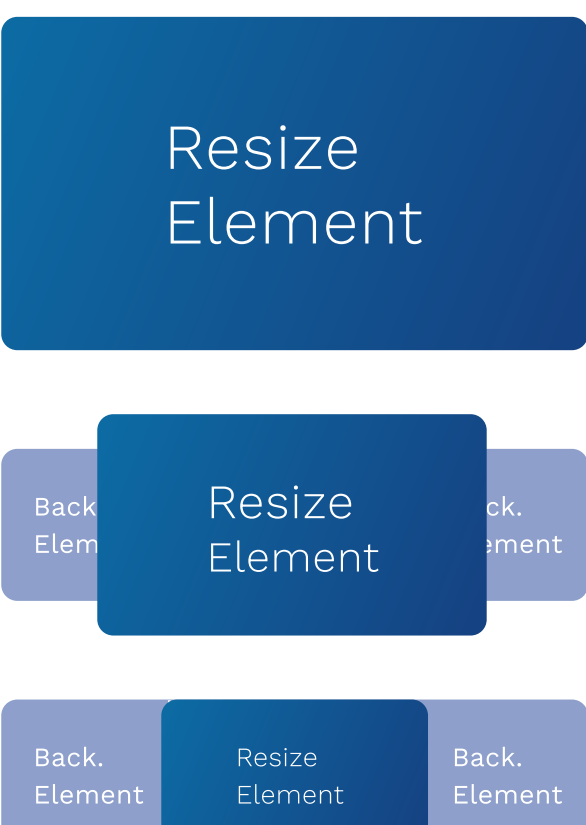
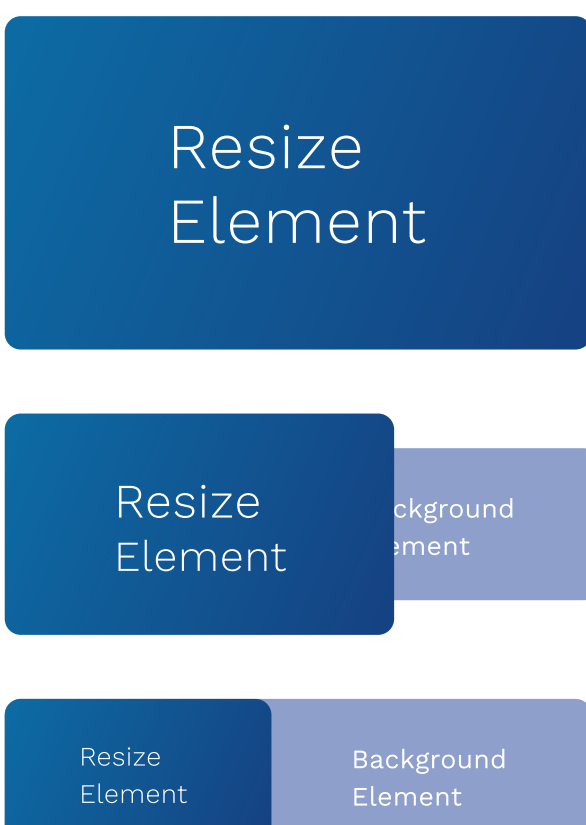
For different video aspect ratio [see this manual](#)

POSITIONING

Left

Centered

Right



Delivery of the data via the conventional download services.



Delivery:
admanagement@codevelop.io



3 days lead time

Ad is available for desktop and mobile.



Available for direct bookings and programmatic campaigns.

Check specifications for the mobile version



Specifications

CONTACT

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

For questions:

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admanagement@codevelop.io

Other Formats