

Adhesion to Swell

This format starts with a sticky adhesion on the bottom of the screen that blends into an inline creative canvas that expands/swells upon scroll.

[Demo](#)

OVERVIEW

Platform	Desktop and tablet
Delivery	Homepage
Type	High Impact – Responsive HTML5 creative
Production	Assets supplied by client, final product built by The Philadelphia Inquirer
Submission Lead Time	Minimum 5 business days prior to launch

TECHNICAL SPECIFICATIONS

Dimensions	
Initial display	Aspect Ratio: 10:1 Dimensions: 2000x200
Expanded display	Aspect Ratio: 4:1 Dimensions: 2000x500
Max File Size	Max: 250 KB (The Philadelphia Inquirer will optimize the original artwork files to fit Clipcentric's final ad weight standards)
Video	Not allowed for this format
Animation	Max 15 seconds (no looping beyond 15 seconds)
PMN Frequency Cap Standard	1x every 6 hours
PMN Site Level Delivery Restrictions	None
Third Party Serve	No
Third Party Tracking	Accepted (2 pixels max, only 1 JS)

HIGH IMPACT FORMAT SPECS

CREATIVE GUIDELINES

Content

Adhesion: Logo, headline, headline,, imagery (optional)
Expanded(Swell): Logo, headline, body copy, CTA, imagery (optional)

Format Specific Guidelines

The adhesion to swell template features two separate creatives.

- The first creative is the 2000x250 adhesion unit which sticks to the bottom of the display. The unit is pinned as displays regardless unless the user clicks the close button.
- The second creative is the 2000x500 expanded unit, or swell, which displays once the banner ad reaches the set position of the expanded unit and rolls behind the expanded unit once they meet. User has the option to close adhesion unit. Swell unit will display whether the adhesion is closed or not.

Requirements

Ad unit content must have clearly defined borders and not be confused with page content

Total Files to Send

1 Initial Banner Creative
1 Expanded Creative
Total: 2 Files

Accepted File Types

Creatives: Layered Photoshop, Illustrator or InDesign (InDesign files must be packaged)
Fonts: TTF, OTF

CLIENT SUPPLIED ASSETS

- Adhesion to Swell creative**
 - Adhesion Banner: 2000x250
 - Expanded Unit: 2000x500
- Font files** (if premium fonts are used)
- Click-through URL**
- Third Party Tracking** (optional)