

HIGH IMPACT FORMAT SPECS

Miniscroller

This mobile unit delivers a static image displayed over a longer background image to create a rollover effect.

[Demo](#)

OVERVIEW

Platform	Mobile Only
Delivery	Homepage, Section Fronts, Article Pages
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	Static Display Window: 300x300 Background Image: 720x1280
Final Unit 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)
Inquirer Frequency Cap Standard	None
Inquirer Site Level Delivery Restrictions	None
Third Party Serve	No
Third Party Tracking	Accepted (2 pixels max, only 1 JS)

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CREATIVE GUIDELINES

Format Specific Guidelines

The static image's position will remain constant throughout the display of the creative. Please place all important logos, copy, CTAs, etc. within this creative.

- Note: The Philadelphia Inquirer will export this file as a PNG with a transparent background so the display will show through. Please design with this in mind.

The large background will display behind the static layer and will alter as the user rolls over the ad unit. Do not include any important information on this layer as it will not always display the full artwork.

Requirements

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

Total Files to Send

1 Static Creative
1 Background Creative
Total: 2 Files

Accepted File Types

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

CLIENT SUPPLIED ASSETS

- Static Image Creative** based on creative guidelines: 300x300 px with transparent background
- Background Image Creative** based on creative guidelines: 720x1280 px
- Font files** (if premium fonts are used)
- Click-through URL**
- Third Party Tracking** (optional)