HIGH IMPACT FORMAT SPECS

Interscroller

This mobile full screen format is placed behind the page and is revealed in between page content while scrolling.

Demo

OVERVIEW

<table>
<thead>
<tr>
<th>Platform</th>
<th>Mobile Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivery</td>
<td>Homepage, Section Fronts, Article Pages</td>
</tr>
<tr>
<td>Type</td>
<td>High Impact – Responsive HTML5 creative</td>
</tr>
<tr>
<td>Production</td>
<td>Assets supplied by client, final product built by The Philadelphia Inquirer</td>
</tr>
<tr>
<td>Submission Lead Time</td>
<td>Minimum 5 business days prior to launch</td>
</tr>
</tbody>
</table>

TECHNICAL SPECIFICATIONS

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>720x1280</th>
</tr>
</thead>
</table>
| 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) |

Updated on November 1, 2018
SAFE SPACE

The Campaign for Children's Hospital of Philadelphia

Your donation changes everything.

♥ GIVE TODAY

Updated on November 1, 2018
# Creative Guidelines

**Format Specific Guidelines**

The ad displays full screen behind the page content.

**Artwork Safe Space**

The top 84 px is a gray area and may not always display depending on device display size and the browser used. Content must be placed below the gray area, except for background color or image.

**Requirements**

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

**Total Files to Send**

1 Mobile Creative

**Accepted File Types**

Creatives:
- Layered Photoshop, Illustrator or InDesign (InDesign files must be packaged)

Fonts:
- TTF, OTF

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### Client Supplied Assets

- **Interscroller creative** based on creative guidelines: 750 x 1334 px
- **Font files** (if premium fonts are used)
- **Click-through URL**
- **Third Party Tracking** (optional)

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*Updated on November 1, 2018*