The Basics
The WPS is a high impact Rich Media Ad Unit for desktop. It wraps around the website like a normal wallpaper, but it also pushes the website down, creating a huge canvas to communicate the message.
When the user scrolls down, the ad will vanish and reappear again when the user scrolls back up.
When the wallpaper is disappeared, optionally a 980×120 sticky ad will appear on the top of the screen. It can contain animation or even video. A single creative can be used on many websites.
The Wallpaperscoller consists of two layers that are shown on top of each other.

For the html version of the template these "layers" are:
- index.html (background)
- floating.html (floating)

For the .psd version of the ad these "layers" are:
- Responsive layer (exported as .png images)
- Safe Zone
- Background layer (exported as background.jpg)

The Responsive layer (or html) is shown on top of the background layer (or html).

The background layer is scaled to full width and height of the user’s screen. The floating layer is contained within the available space.

On scroll the ad becomes opaque and optionally, when the ad is out of view, a sticky ad can be shown on the top of the window.
**The wallpapercroller**

The WPS consists of two main layers:
- The background
- The floating layer.

The background contains an image that tries to fill the entire screen. The floating layer contains everything above the background layer.

For the .psd template we put your background asset in the background layer and the floating assets (responsive layer in Photoshop) in the floating layer for you. When working with the html template please put the background assets in index.html and the floating assets in the floating.html. And do make sure the assets are setup responsively.

To illustrate the above, see the image below. The “iceberg”, “water” and “canoe” are part of the background image. The parts that are circled in red are part of the floating part of the ad and are scaled to fit different screen sizes.

[See this ad in action by clicking here](#)
The .PSD Template

When opening up the .psd template it will look something like this:

In the layers tab we have made three folders available:
- Responsive content
- Safe zone
- Background image

Simply place your floating images in the Responsive content folder. And your background image in the Background image folder. But do make sure your design does not put any floating content in the grey safe zone (bottom 20% of the ad).

You can replace our images with your own and place them in the required folders. For the floating layer consider the explanation above and consider the the final exported floating images need to be transparant (.png) and will be scaled to fit the different screen sizes.

Delivering the creative assets
Send the finished .psd file including the fonts used through a Wetransfer link (or similiar) to traffic@adsolutions.com. We will then prepare the ad and send a preview of the ad.