

FULL IMPACT TEMPLATE HTML OR .PSD

The Basics

The full Impact offers a large 500 pixels high canvas to communicate with the website's visitors. It consists of two layers that are shown on top of each other.



For the html version of the template these are:

- floating.html
- background.html

For the .psd version of the ad these layers are:

- Floating layer (exported as floating.png)
- Background layer (exported as background.jpg)

The floating layer (or HTML) is shown on top of the background layer (or HTML). The back-ground layer is however (for some options) scaled to the full width of the site. We'll get to why this is, for now it is something to keep in mind.

The ad is shown on different screen sizes and the sites are built responsive. Depending on the visitor's screen size the width of the ad will be adapted to the width of the website.

There are three types of Full Impact ads available.

- Static
- Scrolling
- Scrolling + Layer

The Static Full Impact.

All content within static Full Impact moves up and down with the website's content like any regular ad. In other words: all assets remain in the same position related to the website content. When scrolling up the entire ad scrolls up.

Sounds a bit like a regular ad you might think? The difference with a regular ad though is that the width of the ad window (the part of the ad that's visible) is not a fixed number of pixels. It is 100% of the website width. Because the websites have a responsive design, the width changes depending on the user's screen resolution. The background image and the floating image will be 100% width of the website width and 500 pixels high.

When building the images for the Static Full Impact keep this in mind.

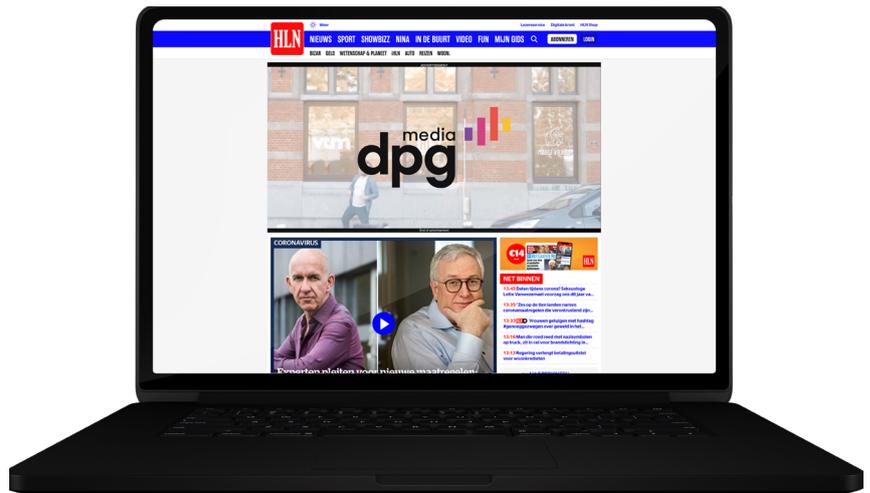
For the .psd version, we will place your assets (background.jpg and floating.png) in the floating.html. This way the ad will be responsive (background scales to browser window width and height) It will be 500px high and the width will be scaled to the available width of the ad slot.

An example of the Static Full Impact is available [here](#)

Static Full Impact: initial view

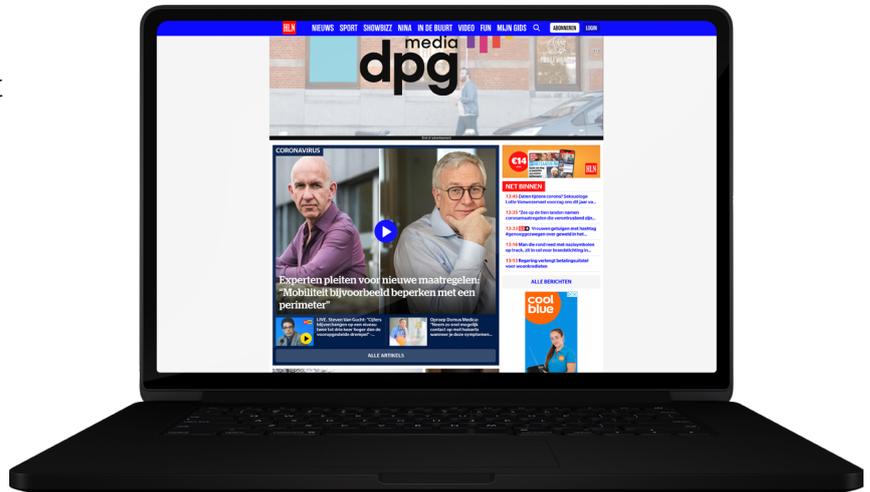
To illustrate the Static Full Impact we have a look at these examples:

The ad is first displayed and the visitor hasn't scrolled yet. The Full Impact width is adjusted to a 100% width of the website and the height is a static 500 pixels.



Static Full Impact on: scroll

When the user scrolls, the entire ad moves along with the other content on the page. Both the background and the floating layers remain in position within the ad slot.



The Scrolling Full Impact.

All assets of the Scrolling Full Impact remain in position. We put all the assets in the background layer and none in the floating layer. It creates a parallax effect. The ad window will hover over the ad which sits "underneath" the page, revealing the ad on scroll.

Just like with the Static Full Impact the ad's window occupies 100% of the website width. Both the background and floating images will be placed in the background layer.

For the .psd version, we will place your assets (background.jpg and floating.png) in the background.html. This way the ad will be responsive (images scale to the ad window width and height) and the transparent floating.png will scale to the ads width and height and will be shown on top of the background image. The ads window (visible part) will be 500 pixels high and the width will be scaled to the width of the website.

The Scrolling Full Impact: initial view

When the ad is loaded it looks like a regular oversized ad. It is 500 pixels high and has the full width of the page. This width depends on the visitors' screen resolution.



The Scrolling Full Impact: on scroll

After scrolling the ad remains in its position but the ad window will scroll up with the site content. Revealing more of the ad. Like a parallax effect.



A preview of the Scrolling Full Impact is available [here](#)

The Scrolling + Layer Full Impact.

With the Scrolling + Layer Full Impact, the background asset remains in position but the floating asset scrolls with the site and ad window. We put the background assets in the background layer and the floating assets in the the floating layer. It creates a parallax effect with a layer on top. The ad window will hover over the ad, which sits "underneath" the page. Revealing the background on scroll and the floating layer will scroll over the background.

Just like with the Static Full Impact the ad's window occupies 100% of the website's width.

For the .psd version we will place your assets (background.jpg) in the background.html and the floating.png in the floating.html. For the html version you can add your own assets to the corresponding html files. This way the ad will be responsive (background scales to width of the website and 500px plus offset top of the ad) and the transparent floating.png will scale to the website's width and 500px high and will be shown on top of the background image.



Scrolling + Layer Full Impact: initial view

The initial ad shows the exact same behavior as the scroll option. The only difference shows on scroll.



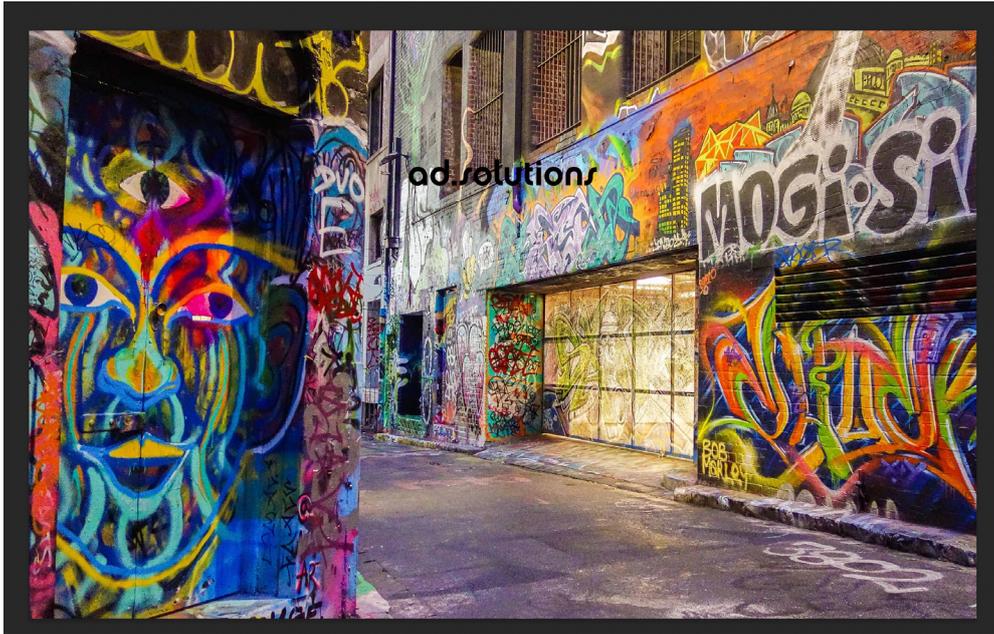
Scrolling + Layer Full Impact: on scroll

On scroll the background layer covers 100% of the website's width and the height is 500px plus the offset from the top of the page. The floating logo (DPG logo in this example) scrolls with the ad window and website content. More of the background image is revealed. (see the little windows on top in this example) until the ad is out of view.

A preview of the scrolling + layer Full Impact is available [here](#)

The .PSD Template

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

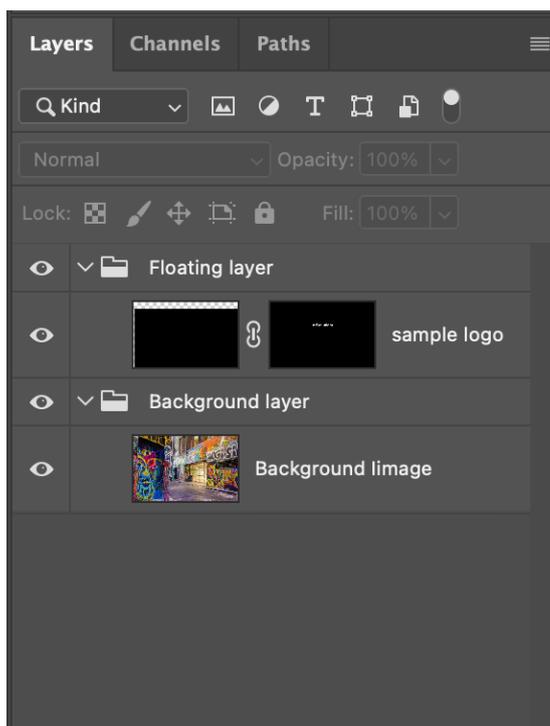


In the layers tab we have made some folders available:

- The floating layer
- The background layer.

The floating layer holds a sample logo. The background layer contains a site samples folder and more importantly the background image.

You can replace these images with your own and place them in the required folders. For the background image please use a 1920x1080 pixels image. For the floating layer consider the explanation above and consider that the final exported transparent png will be scaled to fit the different screen sizes.



Exporting the template

The template consists of 2 folders. Save both with the following filenames;

- floating.png
- background.png

Send the assets with the sites it needs to run on to traffic@adsolutions.com for a preview of the ad.

And please also inform us which version you have selected:

- Static Full Impact
- Scrolling Full Impact
- Scrolling + Layer Full Impact