

INTERSCROLLER TEMPLATE HTML OR .PSD

The Basics

The Interscroller offers a full screen, high impact canvas to communicate with the website's visitors. The Interscroller format is revealed underneath the mobile web page content as the user scrolls down the page. When 90% of the ad unit is in view, it snaps and locks into full view.

The Interscroller 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)
- index2.html (floating)

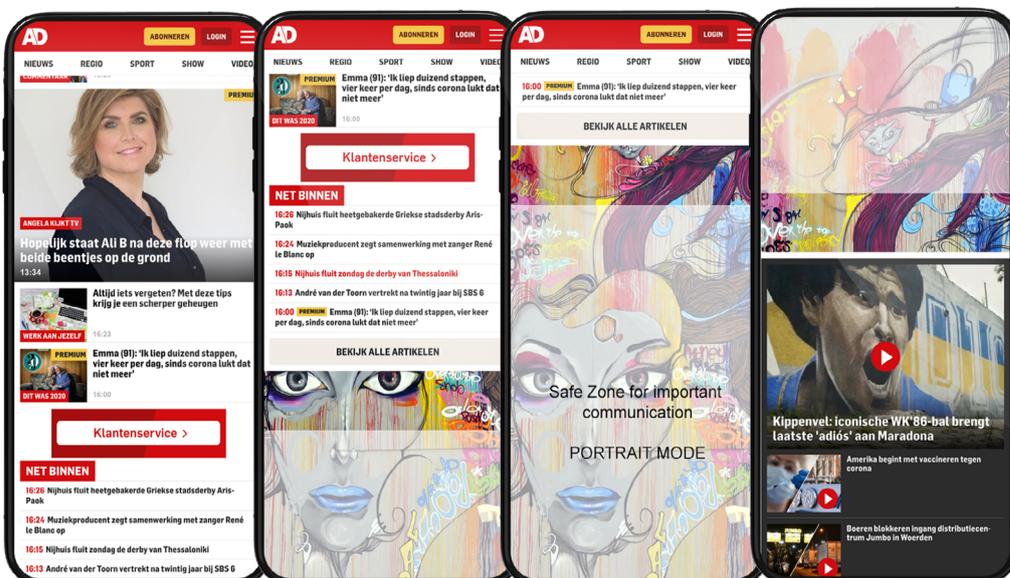
For the .psd version of the ad these "layers" are:

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

The floating 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. And the floating layer is contained within the available space.

There are two types of Interscroller ads available.

- Interscroller
- Interscroller + Layer

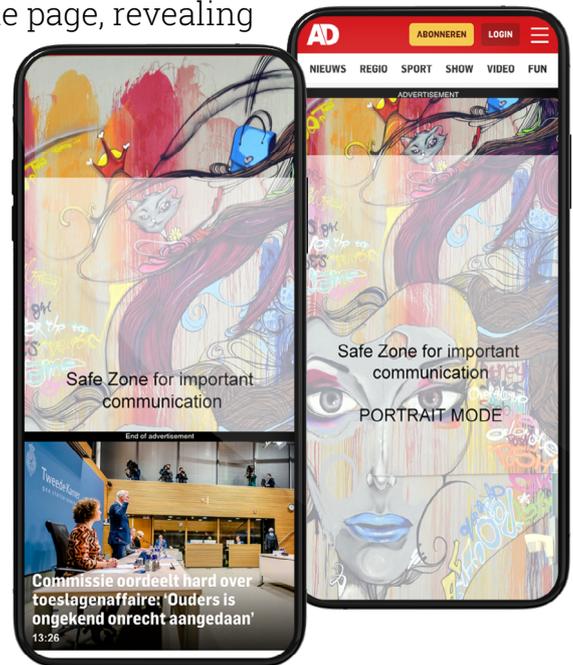


The Interscroller.

All assets of the Interscroller remain in position. For the .psd version 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. When the ad is 90% in view, the ad window will be automatically scrolling to full screen until the user scrolls away again.

The Interscroller ad window occupies 100% of the available ad slot width. The background image is 100% of the screen size. 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 (background scales to browser window width and height) and the transparent floating.png will scale to the ad's width and height and will be shown on top of the background image.



The Interscroller + Layer.

With the Interscroller + Layer only the background asset remains in position but the floating asset scrolls with the site and ad window over the background layer.

For the .psd template we put your background asset in the background layer and the floating asset in the floating layer. When working with the html template please put the background assets in index.html and the floating assets in the index2.html. And please make sure the assets are setup responsively.

The interscroller + Layer creates a parallax effect with a layer on top. The ad window will hover over the ad which sits “underneath” the page (parallax). Revealing the background on scroll and the floating layer will scroll over the background with the rest of the site content.

For the .psd version we will place your assets (background.jpg) in the index.html and the floating.png in the index2.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 browser 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 available width



Landscape mode

As mobile devices can be rotated and the orientation can change from portrait to landscape or vice versa, the ad needs to be able to change with the screen orientation too.



Please design for both portrait and landscape orientation. In other words you will need to design two ads for this ad format. The html template has sample css available to load the correct assets for both orientations. Place your styling within these:

```
@media (orientation portrait) {
```

```
  Your css here
```

```
}
```

```
@media (orientation landscape) {
```

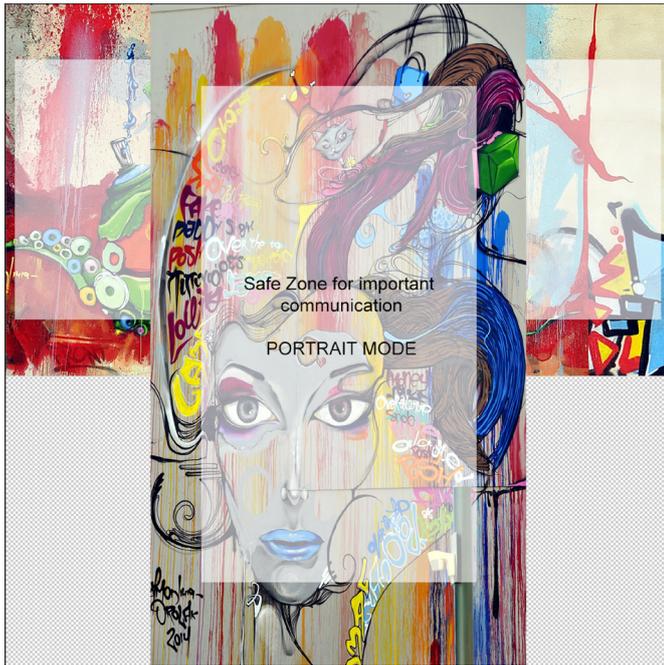
```
  Your css here
```

```
}
```

For the .psd template please export the files according to the instructions on the next page.

The .PSD Template

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



In the layers tab we've made two folders available. One for each screen orientation:

- Portrait
- Landscape

Within each folder you will find the following folders:

- Floating
- Background

The floating folder holds a safe zone for your important content. The background layer contains the background image.

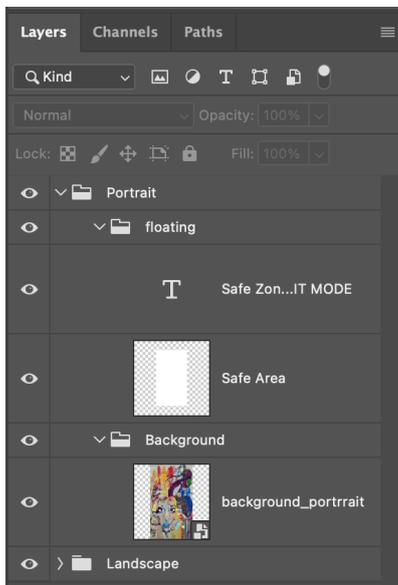
You can replace these images with your own and place them in the required folders. For the floating layer consider the explanation above

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 with each two sub folders. Save each of the two sub folders in both directories with the following filenames;

- floating.png
- background.jpg
- floating_landscape.png
- background_landcape.jpg



Send the assets with the sites it needs to run on to traffic@ad-solutions.com for a preview of the ad. And please also inform us which version you have selected:

- Interscroller
- Interscroller + Layer