



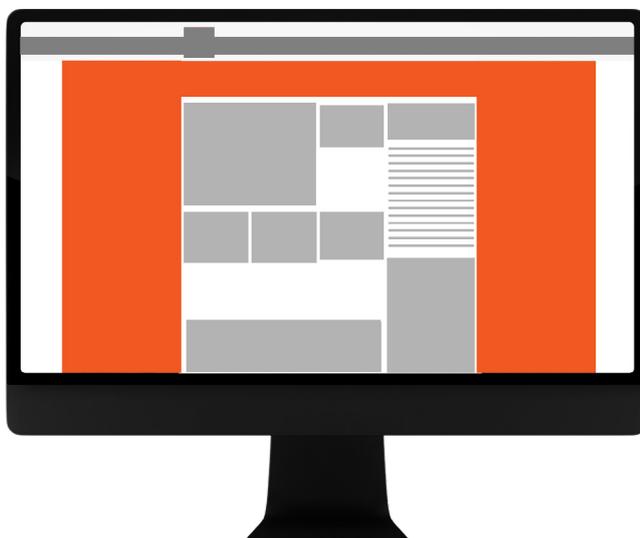
# SKIN & SKIN + BILLBOARD .PSD TEMPLATE

The Skin Template is designed to allow designers to create a Skin or Skin + Billboard without having to write code. We only require

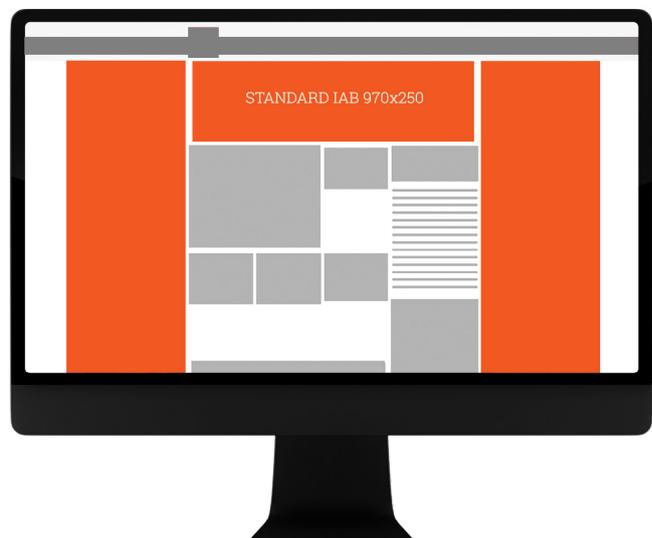
- Images (.jpeg or (transparent) .png's)
- Optionally a video (.mp4).

The Skin is available in two formats. There's the fireplace Skin which wraps the site in a fireplace look, with a left, right and top image. And there's a Skin that consists of a left and a right skin that are served from an existing (top) in-page format, either billboard (970x250) or the leaderboard (728x90). For the former the top asset is a custom placement and for the latter the side assets are integrated with an existing placement.

**Skin (Fireplace)**



**Skin + Billboard**



### Alternative

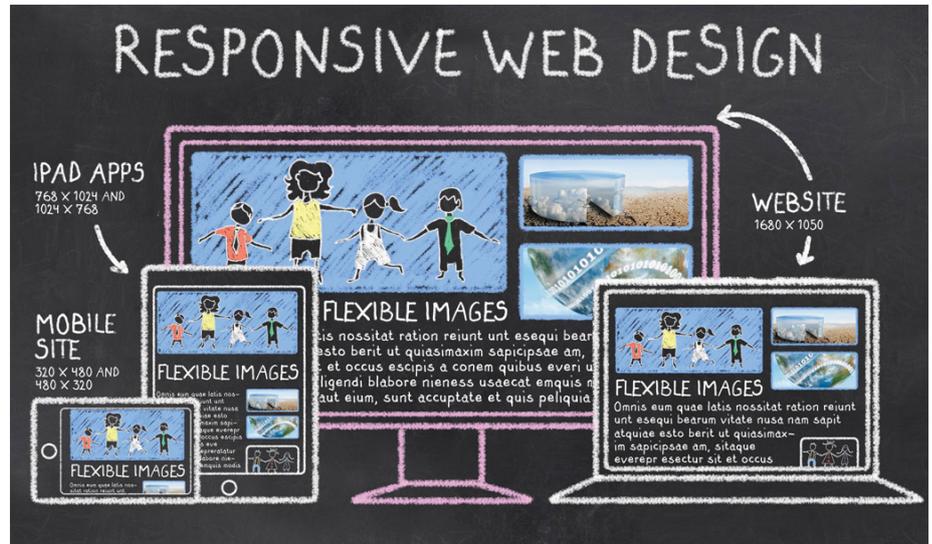
Alternatively designers can also choose to build their own skin with the use of html/css and Javascript. The templates and documentation can be found here:

Skin (Fireplace) <https://www.adsolutions.com/templates/skin-adsolutions/>

Skin + Billboard <https://www.adsolutions.com/templates/skin-billboard-adsolutions/>

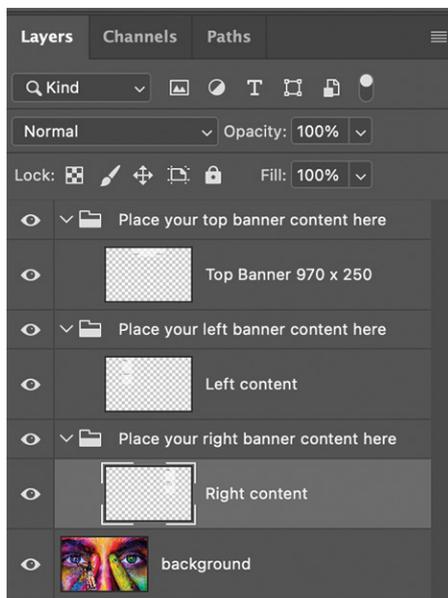
### Responsive Design

With the Skin .PSD template we will add your images, texts and optional video assets into a responsive design. When designing your creative do keep this in mind though. Our templates show safe zones and it's advisable to keep important parts of your design within these zones. Important content could be things like brand logo, CTA, product images and brand messages.



### Safe Zones explained

The layers within the layers tab in Photoshop describe what content to put where. The



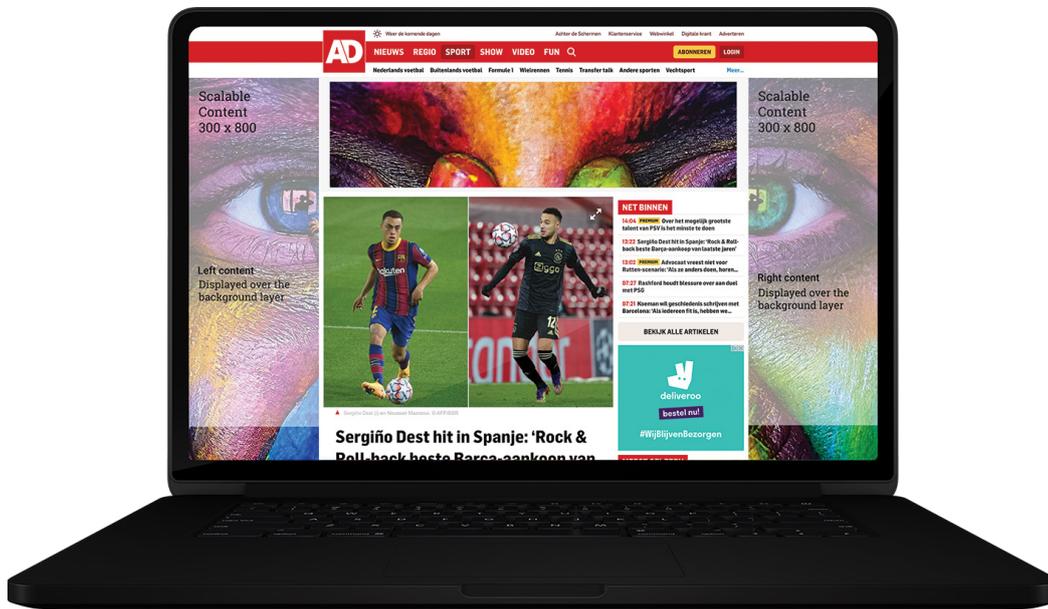
background image will be scaled for each screensize and it will be contained within the available space. In other words; depending on the screen dimensions and ratio, the background image will be positioned (for example center top) and it will respect the available space (scaled up or down to fit as much of the image in the available space). On some screen this means that some of the image will be cut-off.

Keep this in mind when creating the background layer.

Over the background image we will create layers in which we place your assets. These assets need to be put in the correct layers. The layers will scale (up to a minimum width) to the available "screen real-estate" or available pixels to the left and right of the screen. Reassuring that the ad message is displayed correctly. This however is something to keep in mind when designing layers over the background image. The

layers will not be on that exact static position when the ad is made responsive.

To illustrate take a look at the two screens below. Both showing the same website in different resolutions.



The background image is scaled to fit as much of the image in the available space as possible.

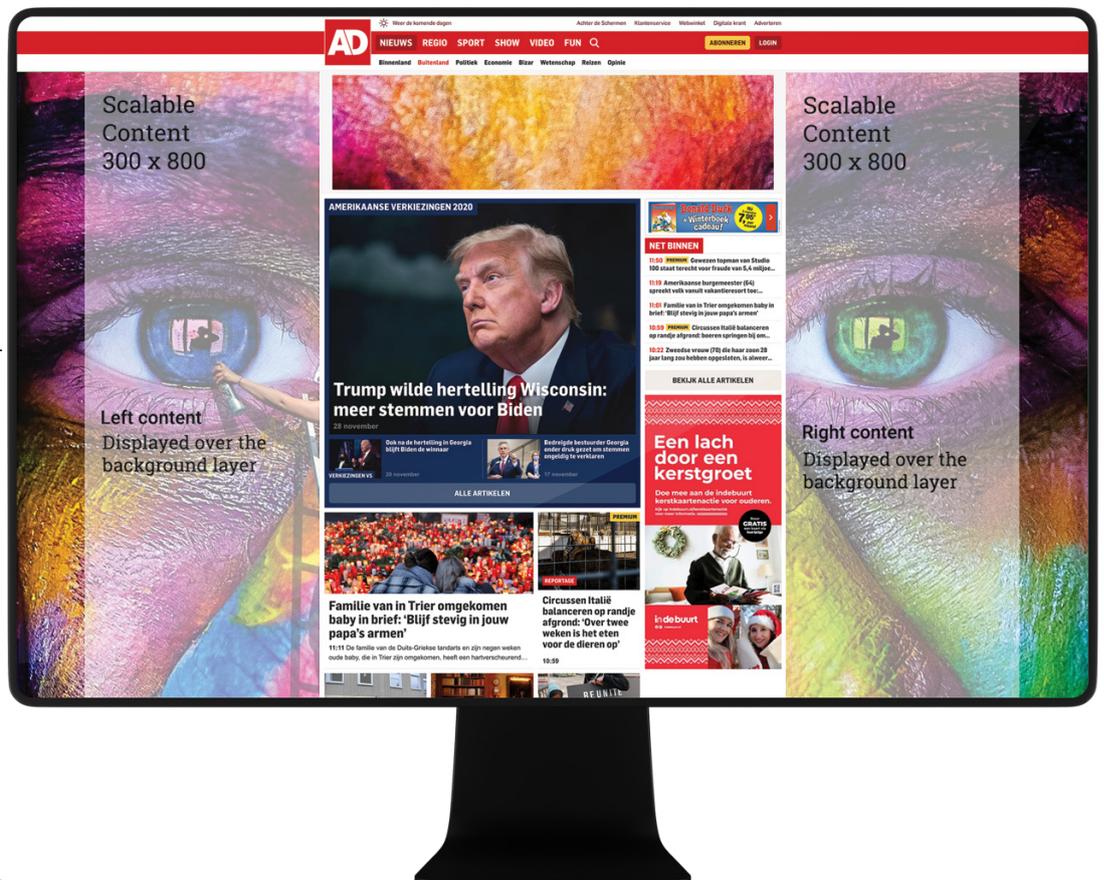
The top content in this case is static, as the top is part of an in-page 970 x 250 ad. It will not scale. Only the background image of the top is scaled and repositioned.

The left and right content layers are repositioned and scaled to fit in the available space. In this case the content layer (safe zone) is scaled on the full width available.

On the right the same ad, the same website but a different resolution and screen ratio. The background is scaled differently, take a look at the eyebrows for example.

The left and right content are again scaled to fit the available space. In this case you see it scaled on the full height instead of the width.

The top in this sample doesn't need to be scaled as it is a fixed width and height.



## Template

Now how does all that translate to the template? Underneath you see an image of the template. It is a 2560x1600 pixel image. It has four main areas:

- background image (2560x1600)
- left scalable content (300x800)
- right scalable content (300x800)
- Top banner 970x250



Compare this to the two images in the desktop and laptop samples to get an idea of how your design will look on different screens.

## Exporting the template

The template consists of 4 elements. 3 folders and a background image. Save each of the four with the following filenames;

- top.png
- right.png
- left.png
- background.jpg

Send the assets with the sites it needs to run on to [traffic@adsolutions.com](mailto:traffic@adsolutions.com) for a preview of the ad.

