



## Desktop Seamless Skin - Image/Video

Reviewed 14-July-2025

see more information: <https://www.adnami.io/specs/seamless-skin-image-video>

A template for the Seamless Skin format, that allows for the easy creation of a responsive skin creative. You can use either an image or a video as a background. Overlays in the side panels are used to ensure branding and messaging are always visible. When used in conjunction with the Skin Top with Sticky Streaming Video top banner, it is possible to enable sticky video functionality, which keeps the video in view when the top banner is scrolled out of view.

### Guide to skins

The guide covers:

- The difference between our Seamless Skin & Fluid Skin formats
- The respective templates (*i.e. Seamless Image Skin, Seamless Sliding Skin, Fluid Skin Image, Fluid Skin Video, etc.*) within our Seamless & Fluid Skin formats
- Tips and best practice for using overlays

### Examples: Epidemic Sound on Campaign UK

<https://www.campaignlive.co.uk/article/john-lewis-legal-fight-2019-christmas-ad/1733343>

## Recommended default creative dimensions

### Background

ONE of either:

- Image: 2560x1440px (JPG, PNG or WEBP)
- Video: 1920x1080px (MP4)

### Overlays:

- Main overlays - Max size of 800x1440px (PNG or WEBP with transparent background), one asset for each side of the skin.
- Top/Bottom overlays - additional optional overlay elements that will be top/bottom aligned with the overlay container. Max size of 800x500px (PNG or WEBP with transparent background).
- For best results, export the overlay PNG assets without any excess empty space - the size and position of the overlay is configurable within the skin settings.

### Sticky Video

- Sticky video will be automatically enabled when used in conjunction with the Skin Top with Sticky Streaming Video top banner

## Format description and guidance

The background asset (image or video) covers the entire screen background. You can change the scaling mode to control the scaling behaviour.

- *cover* - The asset is scaled to cover the entire screen, without leaving any empty space. May appear cropped at the edges on some screens.
- *contain* - The asset is scaled to fit fully within the screen, without any cropping, possibly leaving empty space where a background colour will be visible.
- *none* - The image is not scaled, and appears at 100% its original size.

When using the “cover” or “contain” scaling modes, avoid placing any “key” elements (logos, messaging, CTA etc) on background assets, as they may be cropped on smaller screens. The “none” scaling mode can be used to disable responsive behaviour, and appear at a fixed size.

Use the overlays to add your static branding and messaging elements on top of the background. The overlays automatically scale and resize your content to fit within the available space, enabling responsive functionality for your skin. You can define the

overlay container width & height (as a percentage of the total side-panel area) , as well as define minimum and maximum widths (in pixels) to constrain their scaling.

The main overlay is the primary overlay asset, which will fill as much space within the overlay container as is available. Optional top and bottom overlays can be added on each side, allowing for static branding elements such as logos and CTAs to be placed separately from the main overlay, allowing for more advanced responsive layouts. The top/bottom overlays will match the full overlay container width, and you can adjust their heights to control how big they will appear

You can additionally configure how the overlays are positioned within the skin side-panels. By default they are centered, however you can modify the horizontal and vertical alignment of the overlays using the preset positioning options, and add an offset to fine-tune the position (you can use any valid css unit eg 250px, 50%, 20vh etc, measured from the selected position edge).

For best results, export the overlay PNG assets without any excess empty space - this allows the template to handle the overlay scaling and placement more effectively.

The Top Banner of the skin should either be added as a separate image/video/HTML/template banner, or if scaling mode is set to “*none*”, can be incorporated as part of the design of the background asset

To enable the sticky video behaviour, you must use the Skin Top with Sticky Streaming Video template for the top banner. You can choose which side of the screen the video should move to when you scroll down (left, right or both), as well as whether the video should be positioned at the top or the bottom of the screen.

## Max total file weight

Video: Files up to 50 MB are accepted, with a recommended maximum length of 20 seconds.

Image: Maximum 200kb

For best performance, all assets should be compressed and optimised to the lowest possible file weight. We recommend using [tinypng.com](https://tinypng.com) to compress PNGs.

## Click tags and tracking

The Seamless Skin format supports two separate clickURL & trackers - one for the main skin body, and another for the top banner.

## Audio

Muted by default, user initiated.

# Desktop Seamless Skin - HTML5

see more information: <https://www.adnami.io/specs/seamless-skin-html5>

An option for the Seamless Skin format, that allows for the creation of a custom HTML5 responsive skin, via the Zip-file upload tool.

[Preview format](#)

[Preview format](#)

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- Tips and best practice for using overlays

## Examples

[O2](#)

[Pinterest](#)

[Sainsburys](#)

## Recommended default creative dimensions

Skin:

**2560x1440px (Responsive HTML5)**

Top Banner

**Image or Video: 1280x250px\* (JPG, WEBP or MP4)**

**HTML5: width: 1280px (100% width), height: 250px (100% height)\* (HTML Zip File or 3rd Party Tag)**

Top Banner sizes vary across publishers and between countries, so please read carefully to ensure your assets are produced correctly.

For *HTML5 Top Banners*, the creative width should be responsive (width: 100%) up to a maximum width of 1280 pixels. The height will match the billboard height from the list below.

Billboard placement sizes by country:

-  UK: **970x250px**

## Format description and guidance

This template allows for the creation of a HTML5 seamless skin. The skin must be built as responsive HTML5 with the width and height set to 100%, so that it scales responsively based on the size of the window.

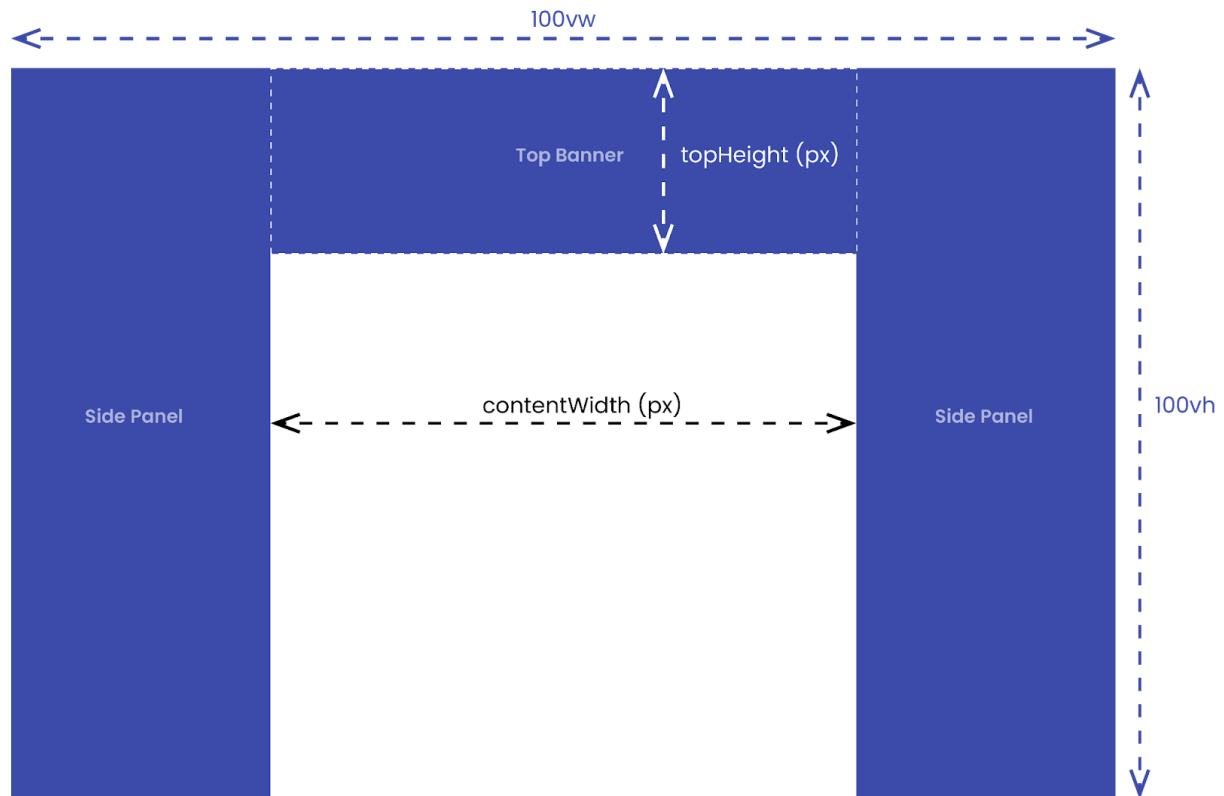
A central “content area” should be positioned in the horizontal centre of the skin, with the remaining space used for the skin content.

In order to ensure that the skin adapts correctly to the publisher page, use the code snippet below to fetch the width of the content area (`window.contentWidth`), and height of the top banner (`window.topHeight`):

```
const contentWidth = window.contentWidth || 1000,  
topHeight = window.topHeight || 250;
```

*Note - these variables are only available to creative uploaded to Adnami as a zip-file, third party tags must use static values that correspond to the publisher specs.*

Structure your skin as show below:



If your top banner contains interactive elements (eg video controls, carousels, multiple clicktags etc), then it should be built as a separate banner (that will be overlaid on top of the skin). Otherwise it can be incorporated as part of the skin.

All creative assets (images, videos, scripts etc) used by your banner must be included within the creative Zip-file. Linking to assets hosted on external servers is not permitted, and may result in your ad being blocked by some vendors. The only exception to this rule is for webfonts hosted by fonts libraries for licensing purposes, such as Adobe Typekit, Google Fonts, MyFonts etc.

## Max total file weight

**3.5 MB.** For best performance, all assets should be compressed and optimized to the lowest possible file weight.

## Animation

Maximum animation time 30 seconds (**with a hard-limit of 60 seconds (Haymarket's GAM network)**)

## Asset type

Responsive HTML5 (either Adnami hosted by sharing a zip-file or served via 3rd party tags).

HTML must be minified and optimized for polite load.

## Click tags and tracking

For Adnami hosted creatives, see our [clicktags and tracking](#) guide.

To enable video tracking metrics, see our [API for measuring VTR](#) guide.

## Other Requirements

Do not link to any files or scripts hosted on external domains. All assets used should be included within the creative zip-file, or hosted on Adnami domains. Linking to resources on non-[approved vendors](#) may result in ads being blocked by Google Ads Manager and DV360.

## Audio

User-initiated.