Desktop Topscroll Expand Video

see more information here:
https://www.adnami.io/specs/topscroll-expand-template-desktop

Topscroll Expand (1) is a responsive high impact format that appears in three distinct states. For Haymarket Topscroll Expands, the format appears as a **30%** height Topscroll. On interaction (eg mouse hover), the format expands to take up **45%** of the screen height. When the user scrolls down the page, the whole format collapses down to a **10%** height sticky banner at the top of the screen. This template allows for the easy creation of a Topscroll Expand creative, using a few simple assets.

Examples: Epidemic Sound on Campaign UK

https://www.campaignlive.co.uk/article/cadbury-offers-custom-hot-chocolate-workshop-fictional-family-home/1671199

Recommended asset dimensions

Dimensions for each state are roughly as follows (based on a 2560x1440 resolution):
- Default: **2560x432px (30% height)**
- Expand: **2560x486px (45% height)**
- Sticky: **2560x144px (10% height)**

Background(s):
- The template supports either using one background asset (**JPG or MP4**) across all three states, *or* using individual background assets for each state.
  - If using a single asset for all states, create a background asset using the dimensions for the largest state (Expand).
  - If using individual background assets, create one for each state using the three dimensions above.

- The background asset may appear cropped depending on screen size or resolution, so avoid placing any critical content on it - instead use the overlays to contain your branding and messaging.

Overlays:

- Each state uses a separate overlay asset (PNG with a transparent background), which are swapped when the banner transitions from one state into another. As with many of our templates, the specific dimensions of the overlay assets are flexible, here are some suggested overlay dimensions for each state:
    - Default: **1800x460px**
    - Expand: **820x350px**
    - Sticky: **1370x120px**

Video Player:

- A single **16:9** video asset is used across all three states.
  Use dimensions of **888x500** (or similar), **MP4, <2MB**.

Format description and guidance

The background asset (image or video) fills the entire format background. If separate background assets are not required for any of the states, then just leave them blank and the default state background will be used instead.

For each state, upload an overlay asset containing your brand elements. The overlays should be used for the logo, headline, CTA, and any other brand elements that you need to always be visible. The content of the overlay will be centred within the available space, with a 10% margin added around all sides.

The video is a required element. It is autoplaying, and muted by default. The video will continue playing as the banner transitions to different states, ensuring excellent video playthrough rates.

[PSD Template Desktop Topscroll Expand](#)

Max total file weight

3.5 MB
For best performance, all assets should be compressed and optimized to the lowest possible file weight. We recommend using tinypng.com to compress PNGs.

Click tags and tracking

The format template supports one clicktag & impression tracker.

Audio

User initiated.

Desktop Topscroll Expand HTML5

See more information here: https://www.adnami.io/specs/seamless-skin-html5
Topscroll Expand is a responsive high impact format that appears in three distinct states. By default, the format appears as a **30%** height Topscroll. On interaction (eg mouse hover), the format expands to take up **45%** of the screen height. When the user scrolls down the page, the whole format collapses down to a **10%** height sticky banner at the top of the screen. This guide is for the creation of custom HTML5 executions of the Topscroll expand format.

Examples

Adventure Travel

Recommended default dimensions

Dimensions for each state are roughly as follows (based on 2560x1440 resolution):

- Default: **2560x432px (30% height)**
- Expand: **2560x486px(45% height)**
- Sticky: **2560x144px (10% height)**

Format description and guidance

The banner should be built as responsive HTM5, with the width and height set to 100% of its container. The format will automatically add a close button to the top right corner of the sticky banner (and expand on mobile), and will also handle the functionality for the expand and sticky behaviour. The creative needs to just listen out for some custom events, and use them to control the visibility or styles of elements within the creative as it transitions to each state.

Use the Javascript code snippet below to set up your HTML5 file:

```
let adnamiTopscroll, creativeState;

window.addEventListener('load', function() {
    adnamiTopscroll = window.adnamiTopscroll ||
window.frameElement;
    creativeState = window.creativeState || "default";
    initBanner();
 }
```

```javascript
function initBanner() {
    switch (creativeState) {
        case "expand":
            expandTopscroll();
            break;
        case "sticky":
            stickTopscroll();
            break;
        default:
            defaultLayout();
            break;
    }

    function defaultLayout() {
        // Styles and logic for default state
    }

    function expandTopscroll(e) {
        // Styles and logic for expand state
    }

    function collapseTopscroll(e) {
        // Styles and logic for going from the expand state to
the default state
    }

    function stickTopscroll(e) {
        // Styles and logic for banner transitioning to sticky
state
    }

    function unstickTopscroll(e) {
        // Styles and logic for going from the sticky state to
the default state
    }

    if (adnamiTopscroll) {
        adnamiTopscroll.addEventListener("expand",
expandTopscroll);
        adnamiTopscroll.addEventListener("collapse",
collapseTopscroll);
        adnamiTopscroll.addEventListener("stick",
stickTopscroll);
        adnamiTopscroll.addEventListener("unstick",
```

```
unstickTopscroll);
    }
}
```

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. We recommend using tinypng.com to compress PNGs.

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.

Audio

User-initiated.