haymarket®
Remarkable content

Mobile Midscroll Video

Reviewed 21-Jan-2025
See more information here:
https://www.adnami.io/specs/midscroll-mobile-video

STREAMING VIDEO UPDATE - A streaming video version of this template is now available within the platform. This allows you to upload a high quality video file (max 50mb), and the video will automatically be compressed and optimised for use in the creative. Other than video file size, the rest of the details in these specs should still be adhered to.

Examples

Epidemic Sound on Campaign UK:
https://www.campaignlive.co.uk/article/john-lewis-legal-fight-2019-christmas-ad/1733343

Format Specs

1080x1920, video (MP4) (Optimised for web)

Format description and guidance

To create a Mobile Video Midscroll, create a new Mobile Midscroll, and then select "Video" as the Banner type. Set your landing page as the Click URL, and upload your Video.

To ensure correct scaling of videos with this format, set Video Sizing to "Letterbox", and set Video Alignment to "Center".

Additional options allow for audio to be enabled (via a mute/unmute button), a background to be configured (for when the video doesn't completely fill the screen), and it is strongly recommended to include a static endframe to safeguard against suspended auto-play. Read more about endframes here and ensure your ad never appears blank!

Ad Viewport

The creative video fills the width and height of the screen. However, only a portion of it will be visible at any given time and will be revealed as you scroll (known as the viewport). This format has a viewport width of 100%, and 80% of the screen height.

Safezones

In order to ensure key content elements (messaging, logos, CTAs etc) are visible across all screens and devices, please follow the guidelines on the validation tool below:

Safe Zone Tool.
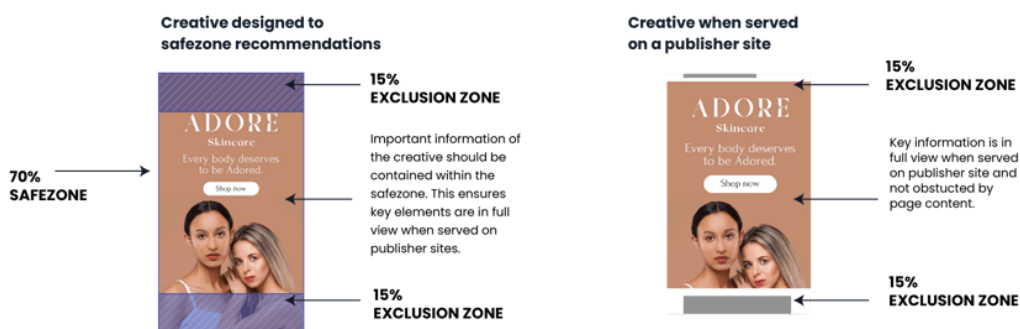
Max total file weight

1MB recommended, (max 3.5MB)

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

Mobile Midscroll Image

See here for more information**:**
https://www.adnami.io/specs/midscroll-mobile-image

Examples

Adore

Format Specs

1080x1920, JPG, PNG or GIF

Format description and guidance

To create a Mobile Image Midscroll, create a new Mobile Midscroll, and then select "Image" as the Banner type. Set your landing page as the Click URL, and upload your image.

To ensure correct scaling of images with this format, set Image Scaling Mode to "fit to width", and set the Image Anchor Point to "mid-center".
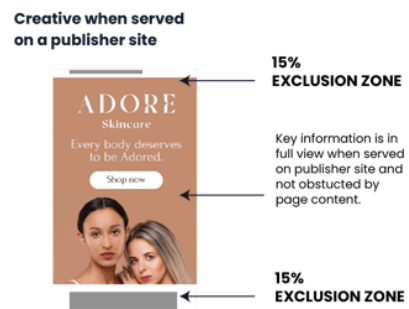
Ad Viewport

The creative image fills the width and height of the screen. However, only a portion of it will be visible at any given time and will be revealed as you scroll (known as the viewport). This format has a viewport width of 100%, and **80%** of the screen height.

Safezones

In order to ensure key content elements (messaging, logos, CTAs etc) are visible across all screens and devices, please follow the guidelines on the validation tool below:

Safe Zone Tool.

Creative designed to safezone recommendations

15%
EXCLUSION ZONE

Important information of the creative should be contained within the safezone. This ensures key elements are in full view when served on publisher sites.

70% SAFEZONE

ADORE
Skincare
Every body deserves to be Adored.
Shop now

15% EXCLUSION ZONE

Creative when served on a publisher site

15%
EXCLUSION ZONE

Key information is in full view when served on publisher site and not obstucted by page content.

ADORE
Skincare
Every body deserves to be Adored.
Shop now

15%
EXCLUSION ZONE

Max total file weight

100 KB - 200 KB

Mobile Midscroll HTML5

See here for more information: https://www.adnami.io/specs/midscroll-mobile-video

Examples

Telenor

Recommended default creative dimensions

Width: **1080px**
Height: **1920px**

Ad Viewport

Width: **100%** of browser width
Height: **80%** of browser height

Safezones

Content-free safezones should be added to the top and bottom of your creative. The size of the safezones required will depend on the setup of midscroll placement:

Midscroll Height (Publisher Dependant)	Recommended Safe Zones (Top & Bottom)
80%	20%

Safe zones should be free of any important content (text, logos, CTA's etc), as they may be overlapped by publisher page elements.

Note: Some publisher sites have a nav bar that covers the top of the creative - please check the publisher guidelines and make additional allowances with your safe zones if required.

Format description and guidance

Midscroll is a high impact responsive format that appears mid-way down a publisher page (in-between page content). It must be built so that all the imagery and content scales to fit the browser window. It is typically served to appear at **80%** of the available browser window height. For more information about building responsive creative, check out our Guide to Responsive HTML and building responsive creative

guide

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

1 MB (recommended)
For best performance, all assets should be compressed and optimized to the lowest possible file weight.

Animation

Maximum of 5 loops.
Maximum animation time **30 seconds**

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.
For creatives hosted using 3rd party tags, use the appropriate click methods and trackers for that provider examples.

Audio

Any audio must be user-initiated.