

Wallpaper (standalone) spec for desktop devices

Last updated: 13-June-2024 (page 1 of 5)

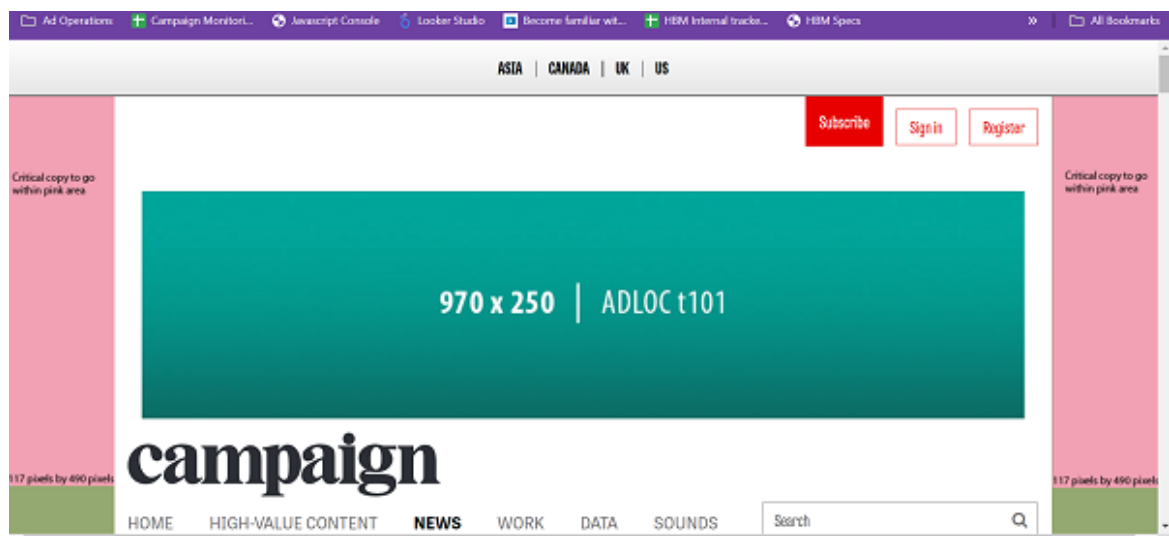
Turnaround times:

Wallpapers require significant time to set up and test, and there may be rounds of feedback. Please ensure you provide these five working days in advance of the Go-Live date

The **Wallpaper (standalone) for desktop devices** comprises two wallpaper panels. The exact appearance of the wallpaper will vary, depending on the resolution/zoom settings being used by the user's desktop device. Note that there are hundreds of resolution/zoom settings and it's impossible for the wallpaper to appear on all of these.

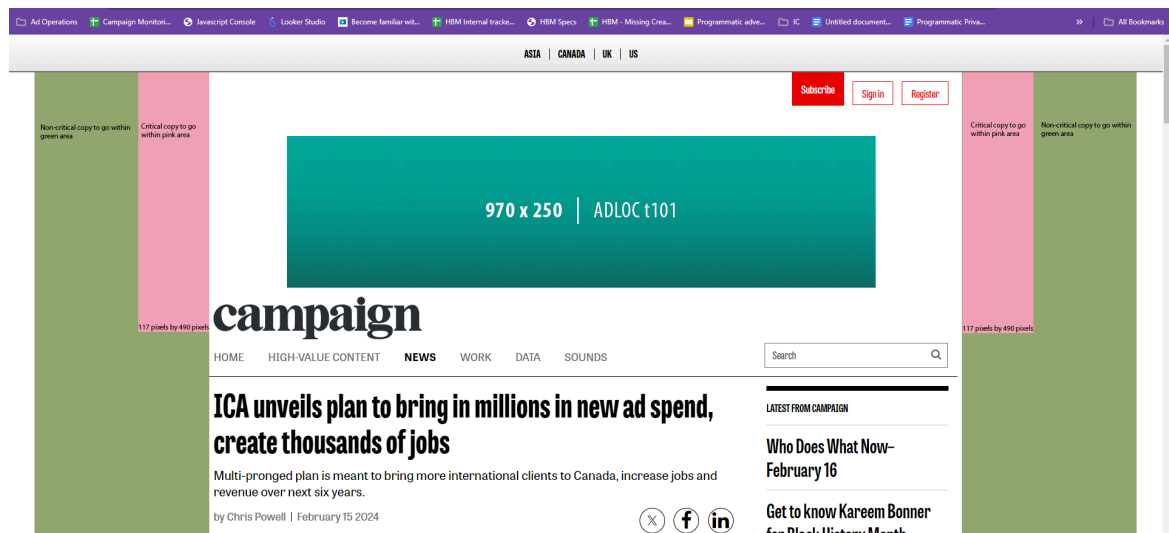
Here are three ways in which the wallpaper + billboard takeover may appear.

01) Wallpaper when seen on a standard PC laptop with default resolution and default zoom



(Screenshots from Campaign Canada)

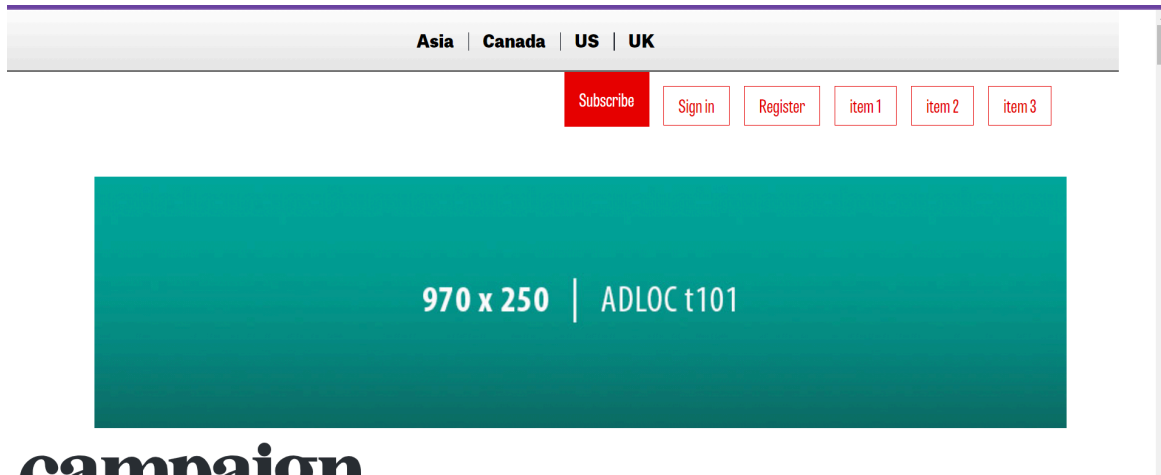
02) The same wallpaper when resolution/zoom settings allow more or all of the wallpaper to be seen (zoomed out)



(Screenshot from Campaign Canada)

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03) The same wallpaper when resolution/zoom settings allow none of the wallpaper to be seen (zoomed in)



(Screenshot from Campaign Canada)

For your message to be viewable and to be meaningful to as many users as possible, we recommend that you ensure your key ad copy appears within the pink areas of the wallpaper panels.

We recommend that the green areas can be used for non-essential copy, such as a colour-fill or an image. The dimensions and positions of the pink critical areas are shown in the shots on page 5.

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Left wallpaper panel (x1) and right wallpaper panel (x1)

Dimensions: each panel should be 288x900 px pixels

Critical area dimensions (pink areas): 117x490

Max file size: 120kb for each panel.

Format: gif jpg, third party tag, or HTML5

See page 5 for layout of wallpaper panels

