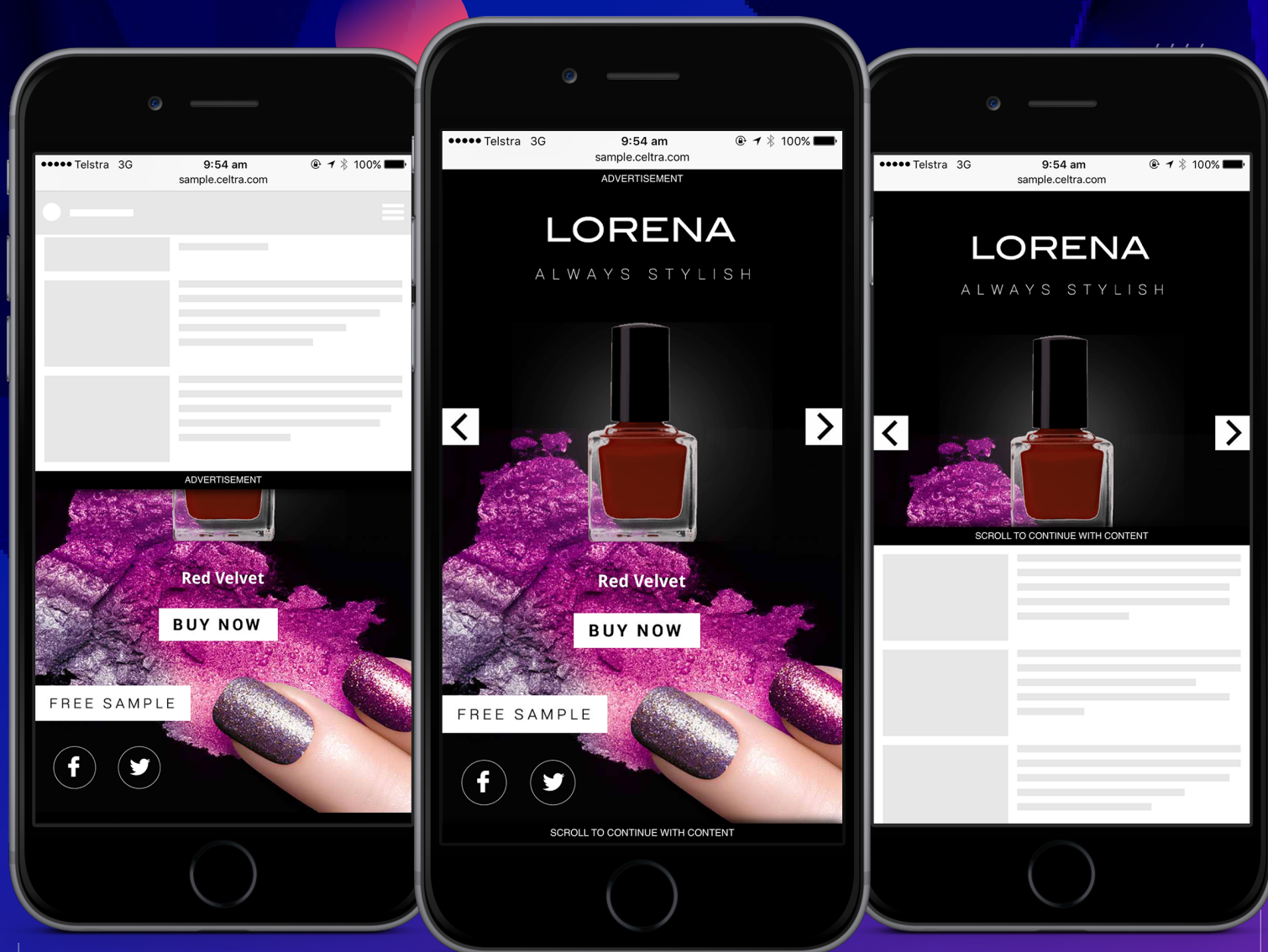


**Rich Media Display****Interscroller****An inline, in-feed interstitial ad format****Interscroller Preview**<https://goo.gl/gexXtY>**AdCreator's Interscroller format provides a "friendly" way to display a full-screen interstitial****General Information:**

- Designed to take advantage of AdCreator's Responsive Design features.
- Supports creatives built for both orientations.
- The placement will always dynamically adjust to the full current height of the viewport.
- Overflow is enabled by default and uses the same color set as the Stage Color.

**Design Recommendations:**

- Design your creative to take advantage of AdCreator's Responsive Layout features.
- Prepare assets in Retina resolution (double density).
- When saving assets append @2x to the filename (e.g. cta\_button@2x.png) as this will allow AC to recognize the asset is Retina.
- Compress and optimize image assets to keep page weight down. Tinypng is a great 3rd party tool for optimizing high resolution PNG and JPG images.

**Where does it work?**

Web



Android

+



iOS

+



Smartphone

+



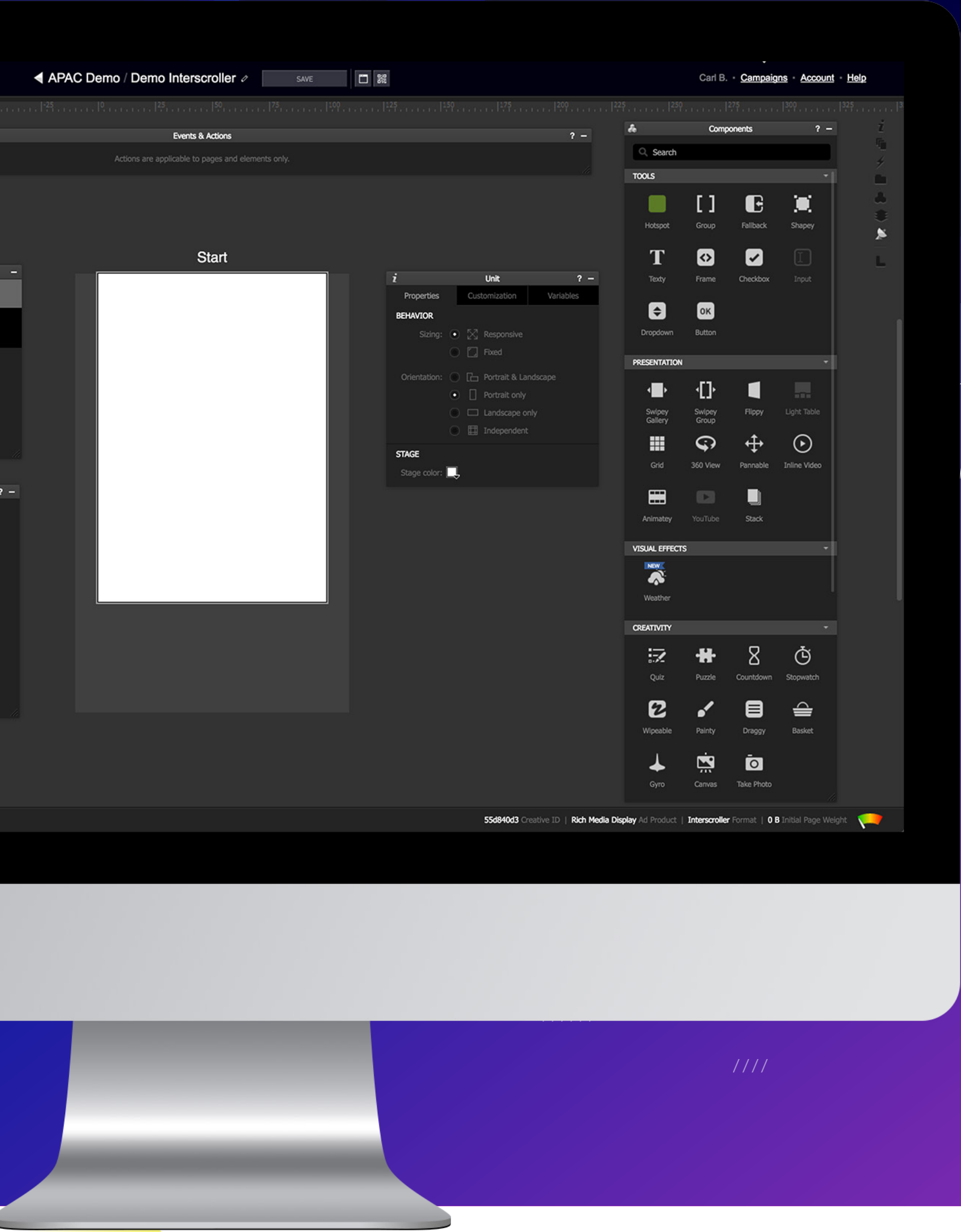
Tablet

+



Desktop

**Phone and Tablet:** iOS 8+ / Android 4.4+ Safari / Chrome & default device web browsers.**Desktop:** Chrome, Firefox, and Safari browsers only. Internet Explorer and Edge browsers fallback to a pagebreak or fixed height inline banner



## Design Specifications:

Responsively designed creatives in AdCreator present two stages to support multiple screen sizes. These stages cover small-to-medium and medium-to-large screens.

In the table below, the initial size is the full screen creative’s width and height and equates to the dimensions of the large stage (x2 for Retina). The safe area allows for the different aspect ratios of small, medium and large device sizes as well as the top and bottom Notice Bars.

<b>Smartphone</b>	Portrait: 768x1230 pixels (safe are 680x1018) Landscape: 1280x646 (safe area 960x394)*
<b>Tablet</b>	Portrait: 1600x2290 pixels (safe are 1417x2121) Landscape: 2560x1330 (safe area 2048x1248)*
<b>Desktop</b>	Ad Unit: 1230x600 pixels (safe are 1230x560) Background for Overflow: 2560x1440 pixels

\*Optional: Check with publisher if landscape version is required.

Interscroller for desktop uses a fixed width and height for the active ad unit and an oversized background image for overflow to accommodate high resolution screens.

Download smartphone design template (PSD): <https://goo.gl/219QQ8>

## More Information

- Learn More [celtra.com](https://celtra.com)
- Ad Gallery [celtra.com/gallery](https://celtra.com/gallery)
- Get Support [support.celtra.com](https://support.celtra.com)
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