



INTESCROLLER ad format technical specifications on SME.sk

Interscroller is a special format of the mobile inventory of sme.sk that is unique for its size and for its ability to cover almost the whole view port of the browser. It uses the so called parallax effect where the content of the creative does not move while scrolling in the same way as the content of the web, but remains in one place (ignores scrolling). To access further content, it is necessary that the user scrolls through the entire advertiser's banner.

[An example \(video\).](#)

The format supports two deployment options. A fixed dimension or a responsive creative. In both cases, the parallax effect is active and in the case of a responsive creative, this fills the viewport of the browser and adapts to the resolution of the device so even on larger displays it goes from one edge to the other.

A non-responsive creative holds a fixed size so it can leave white (unused) space on the left and right (or even from the top) on devices with higher resolution (high end devices). The advantage is that the client does not need to provide responsive content, but simply a static with a fixed size.

The provided materials are either an HTML5 banner or a picture (jpeg / png). We automatically implement the pictures as responsive and we adjust the picture to the width of the device display. In the case of HTML5, please provide this in one zip file.

The data limits are up to 400kB after unpacking the documents if you provide them as a zip. In the case of larger data size or video usage, a surcharge will be applied based on the pricelist, with a maximum size of 1.5MB, even when using video.

To deploy creatives, we use Google DFP (DoubleClick for Publishers), HTML5 specification banners are described in this [link](#), including instructions for correct click counting.

If you decide to use a fixed size format and deliver a non-responsive HTML5, the fixed size will be 320x600px. Data restrictions are unchanged.

If a creative contains a video, it must be initiated by the user!

If you choose to deliver a responsive banner in HTML5, it must adjust to the size of the window in which it is inserted by itself. The responsibility for the correct behavior lies on the supplier. The format may be interactive, for example, it may contain a simple game or respond to the user's touch. However, it must not prevent the content from scrolling in a vertical direction. It must not make sounds that were not initiated by the user (for example, interactive games).

For a better user experience, we recommend also preparing the document for retina resolution. When saving images, add @2x to the file name (for example, cta_button@2x.png).

In all cases, we recommend keeping the protection zone in approximately 50px up and down creative, which may be temporarily overlaid on some devices and browsers by the browser bar that expands / hides during scrolling. We recommend placing CTA outside this protection zone.

HTML5 creative may contain multiple different click-throughs for different URLs (for example, for different products from the advertiser), but these click-throughs however must meet the above linked DFP click-through tracking specifications.

Due to format size and its interactivity, we reserve the right to refuse a creative that meets the above specifications, or to return it for revision if there is suspicion of excessive resource usage (processor load) or UX reasons.

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