Fullscreen Ad

Fullscreen is a new, massive format, which does not disturb

- Big impact
- Message that is really visible
- x% in-screen guarantee
- Works cross device
- Easy production

Specification

General

- Two image in 1920x1080 px landscape orientation

- Supported file types: JPG, PNG, GIF

- Supported file size: 300kb (150/file)

- Click URL

- Impression counter, Optional

- Assets delivered 3 days before campaign start

Build guide

Production requirement

A full screen ad is usually built up of 4 components; background background image, logo, product-image and CTA-button.

To be sure that all essential components is visible at all times, regardless of device or screensize, we have to produce two images. One in portrait and one in landscape mode. Then we place the essential components in a "safe area".
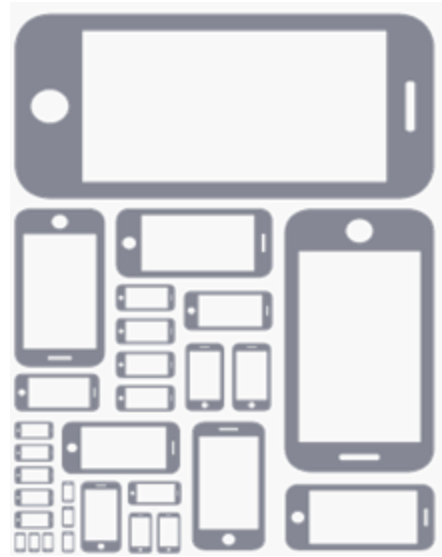
Build guide

Portrait

Landscape

Production

Make an image at 1920x1080px.
Place the background image to cover the entire area. Place all essential components in a "safe area" in the center of the image.
That is 528x940px for portrait and 1400x940px for landscape.

Best practice

- Use provided template

- Content placed in center

- Place content inside highlighted safe areas

Build guide

Basic rules:

Unfortunately there´s no spec for making the fullpage format in HTML, due to the fact that you can do pretty much whatever you want as long as you follow some basic rules:

– Make a responsive banner (100% width and 100% height)

– Make sure to that important messages and images are shown within the safe area (same as when making static fullpage format)

– Max 150kb initial load

– For video we recommend a banner or video first frame as the intitial load, videoplayback on autoplay has to be muted.

Demos (scale the web browser window to see what happens with the content):

• http://work.madington.com/tv2/themummy/full/

• http://work.madington.com/tv2/uip/syng/fullformat/

Kjøp nyheten Sony
Xperia XZ3 med SWAP!

SONY

XPERIA XZ3

FULL
1920x1080

SAFE AREA LANDSCAPE
1400x940

SAFE AREA PORTRAIT
528x940

SWAP forutsetter 24 mnd. avtale og privatabo. I salg. Les mer på Telenor.no.