

Mobile Interscroller (Web Only)

Description:	The Interscroller format is revealed underneath the mobile web page content as the user scrolls down the page. When 90% of the ad unit is in view, it snaps and locks into full view. While the ad launches from a 300x250 it is built responsively, adapting to full screen on all devices and orientations.
Demo:	Click here to view demo
Spec Classification:	Mobile Rich Media
Spec Placement:	AOL O&O Huffington Post Microsoft Moviefone
File Type:	HTML5
Total File Size:	250K (includes initial, polite and support)
Max Animation Time:	:15 seconds
Backup Image Submission Guidelines:	Tag must always deliver either a primary experience or acceptable backup for instances when the user's browser does not support creative functionality (e.g. Flash, HTML5, JavaScript).
1x1 Black Border Required:	Yes
Z-Index Guidelines:	Click here for z-index range
Video File Type:	.avi, .mov, .mp4 (see additional video requirements in Key Creative Guidelines below)
Third Party Serving:	Celtra

Third Party Tracking: Accepted

Submission Guidelines:

- Standard 320x50 must also be provided when running the Interscroller unit
- 10-15 business days lead time for creatives

Key Creative Guidelines:

If creative includes full screen video, aspect ratio must be 10:16. If not using full screen video, standard aspect ratio applies.

Supported Countries:

CA
UK
US