

HIGH IMPACT FORMAT SPECS

Interscroller

This mobile full screen format is placed behind the page and is revealed in between page content while scrolling.

[Demo](#)

OVERVIEW

Platform	Mobile Only
Delivery	Homepage, Section Fronts, Article Pages
Type	High Impact – Responsive HTML5 creative
Production	Assets supplied by client, final product built by The Philadelphia Inquirer
Submission Lead Time	Minimum 5 business days prior to launch

TECHNICAL SPECIFICATIONS

Dimensions	720x1280
Final Unit Size	Max: 250 KB (The Philadelphia Inquirer will optimize the original artwork files to fit Clipcentric's final ad weight standards)
Video	Not allowed for this format
Animation	Max 15 seconds (no looping beyond 15 seconds)
Inquirer Frequency Cap Standard	None
Inquirer Site Level Delivery Restrictions	None
Third Party Serve	No
Third Party Tracking	Accepted (2 pixels max, only 1 JS)

SAFE SPACE

84 px

The Campaign for
**Children's Hospital
of Philadelphia**

Your donation
changes
everything.

♥ GIVE TODAY

Hazel, 20 months

84 px

The advertisement features a photograph of a young child, Hazel, who is 20 months old, smiling joyfully. She is wearing a red dress with white floral patterns. The background is a soft, out-of-focus indoor setting. The text is overlaid on the image, with a red bar at the top and bottom. The main headline is 'Your donation changes everything.' and the call to action is 'GIVE TODAY' with a heart icon. The Children's Hospital of Philadelphia logo is at the top left.

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CREATIVE GUIDELINES

Format Specific Guidelines	The ad displays full screen behind the page content.
Artwork Safe Space	The top 84 px is a gray area and may not always display depending on device display size and the browser used. Content must be placed below the gray area, except for background color or image.
Requirements	Ad unit content must have clearly defined borders and not be confused with page content
Total Files to Send	1 Mobile Creative
Accepted File Types	Creatives: Layered Photoshop, Illustrator or InDesign (InDesign files must be packaged) Fonts: TTF, OTF

CLIENT SUPPLIED ASSETS

- Interscroller creative** based on creative guidelines: 750 x 1334 px
- Font files** (if premium fonts are used)
- Click-through URL**
- Third Party Tracking** (optional)