

Side Push Ad Specifications

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Working in the Playground

1 / Design	2 / Build	3 / Customise (optional)	4 / Deploy
An icon representing design, showing a triangle, a square, and a circle.	An icon representing building, showing a wizard hat with stars and a crescent moon.	An icon representing customization, showing a document with code symbols (<>).	An icon representing deployment, showing a hand holding a smartphone.
Each format has a number of easy to use Photoshop templates which help you get your campaign assets into the right shape for build.	There's also an accompanying HTML template. And, by using the Wizard, you can turn the design into a working ad with the click of a button!	The templates come as-is, so if you're looking to add more animations, custom elements etc. you can. Get into the editor and code away in HTML, CSS and JS.	In order to ad serve the project, it needs to be assigned to a Billing Account. You can set up your own or you can port the project to someone else's.
Free access	Free access	Free access	Ad serving charges Apply

Stuck with any of this? We're here to help. Just get in touch: builds@playgroundxyz.com

Side Push Background

The SidePush offers advertisers a high impact placement which pushes the publisher page to the side. The ad auto-initiates on page load and collapses after 5 seconds; users are able to close the add at any point.

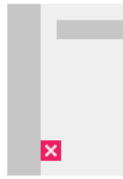
View some examples at [The Playground Showcase](#).

Minimum Spec (Basic Template)



Base Unit

Width: 100px @2x
Height: 350px @2x



Close button colour

Hex colour



Expand button

Hex colour



Standard Banner

Width: 320px @2x
Height: 50px @2x

The above spec is for the simplest version – there are many more options available. If you're a designer or art director and reading this, head on over to our [build page](#) and see our templates.

Deliverables

Please send us the **URL of the finished project** once you're happy with it. We'll then create ad tags for you or your media agency. Note: The creative must be assigned to a Billing Account for tags to be created.

If you're stuck at any point in design or build process and want us to help just reach out and we can assist you with your project.

Reporting

- Side Panel impression tracking (3rd party impression tracking supported)
- Standard Banner impression tracking (3rd party impression tracking supported)
- Click tracking for Side Panel (3rd party click tracking supported)
- Click tracking for Standard Banner (3rd party click tracking supported)
- Panel replay clicks
- Panel close clicks
- Viewability (3rd party impression tracking supported)