







Super Skin Ad Specifications

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Working in the Playground

| 1 / Design | 2 / Build | 3 / Customise (optional) | 4 / Deploy |
|--|---|---|--|
|  |  |  |  |
| <p>Each format has a number of easy to use Photoshop templates which help you get your campaign assets into the right shape for build.</p> | <p>There's also an accompanying HTML template.</p> <p>And, by using the Wizard, you can turn the design into a working ad with the click of a button!</p> | <p>The templates come as-is, so if you're looking to add more animations, custom elements etc. you can.</p> <p>Get into the editor and code away in HTML, CSS and JS.</p> | <p>In order to ad serve the project, it needs to be assigned to a Billing Account.</p> <p>You can set up your own or you can port the project to someone else's.</p> |
| 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

Super Skin Background

The SuperSkin allows you to align your brand with a publisher page in a way that has previously only been available for desktop advertisers. The unit includes a large branding header, full page skin and option for content to be housed in a reveal component. The ad is impactful for users whilst at the same time ensuring their browsing experience remains unchanged.

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

Minimum Spec (Basic Template)



Hero Unit

Width: 100% @2x
Height: 200px @2x



Skin colour

Please supply hex colour



Expanded (optional)

Width: 100% @2x
Height: 100% @2x



Standard Banner

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

The above spec is for the most simple 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

- SuperSkin impression tracking (3rd party impression tracking supported)
- Standard banner impression tracking (3rd party impression tracking supported)
- Standard banner click tracking (3rd party click tracking supported)
- Reveal launch hits
- All interaction events within the reveal panel – swipes, clicks, video plays, etc.
- Viewability
- On screen time (seconds)