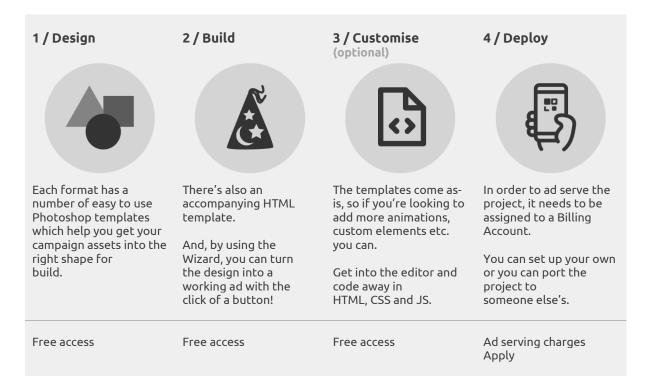


# Super Skin Ad Specifications

Date issued: 7/06/2016

Click here for the most recent version of this document

## Working in the Playground



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

### 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 <u>The Playground Showcase</u>.

## Minimum Spec (Basic Template)





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

**Skin colour** Please supply hex colour





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)