Top & Tail Ad Specifications

Date issued: 7/06/2016

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Working in the Playground

1 / Design

Each format has a number of easy to use Photoshop templates which help you get your campaign assets into the right shape for build.

Free access

2 / 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!

Free access

3 / Customise
(optional)

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.

Free access

4 / Deploy

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.
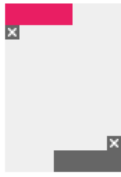
Ad serving charges Apply

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

Top & Tail Background

The Top & Tail reverses its position away from where the user is scrolling so as to minimally impact the browsing experience but keep the ad in view for longer. The top image renders as the user scrolls down the page and the tail image renders as the user scrolls up.
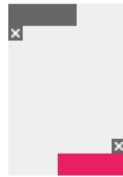
View some examples at The Playground Showcase.

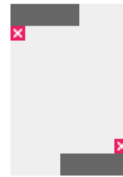## Minimum Spec (Basic Template)

Top

Width: 180px @2x

Height:60px @2x

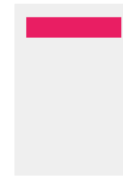**Tail**

Width: 180px @2x

Height: 60px @2x

Close Buttons

Width: 25px @2x

Height: 25px @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

- Top panel impression tracking (3rd party impression tracking supported)
- Tail panel impression tracking (3rd party impression tracking supported)
- Standard banner impression tracking (3rd party impression tracking supported)
- Click tracking for top panel (3rd party click tracking supported)
- Click tracking for tail panel (3rd party click tracking supported)
- Standard banner click tracking (3rd party click tracking supported)
- Viewability (3rd party impression tracking supported)
- On screen time (seconds).