



WALLPAPER SCROLLER

AD FORMATS	SIZE	PLATFORMS	AVAILABLE FOR	DELIVERY FORMATS	MAX INITIAL FILE LOAD SIZE	HOST INITIATED SUBLOAD	ANIMATION	Z-INDEX RANGE
Wallpaper Scroller	1366X1000	desktop	direct	JPEG	200kb	Not allowed for this unit	Not allowed for this unit	0- 4,999
Wallpaper Scroller	420x820	mobile web	direct	JPEG	200kb	Not allowed for this unit	Not allowed for this unit	0- 4,999

WALLPAPER NOTES

BALANCE BETWEEN CONTENT AND ADVERTISING:

In order to create the best possible user experience, the page's content should not be overwhelmed. The skin cannot be dominated by large blocks of solid background color, especially if the colors are jarring. Graphics, gradients, secondary art, product shots, etc., must be used, fading to white at the end of the safe area in order to make the skin more interesting and allow the site's content to breath.

AVOIDING REPETITION:

Skins should be treated like a frame for a painting -complementing the main art but not repeating it. Exact duplication of ad units in the skin is not permitted. There are two main reasons for this:

- When messaging and imagery from the ad units repeats in the skin, a negative user experience is created as all the units compete for their attention. Toned down skins allow the user to focus on the messaging of the ads.
- Exactly repeating an ad unit's imagery in the skin makes it look clickable. However having a skin that looks less clickable steers a user's attention toward the clickable ad units not the unclickable skin, resulting in a higher CTR.

USING IMAGERY:

Product shots and logos should not be tiled or repeated.

LOGOS:

Must not compete with GN branding.

USING COPY AND CALLS TO ACTION IN THE SKIN:

Other content like About us, Product price, Short copies in the skin is not allowed and should be found in the clickable ad units.

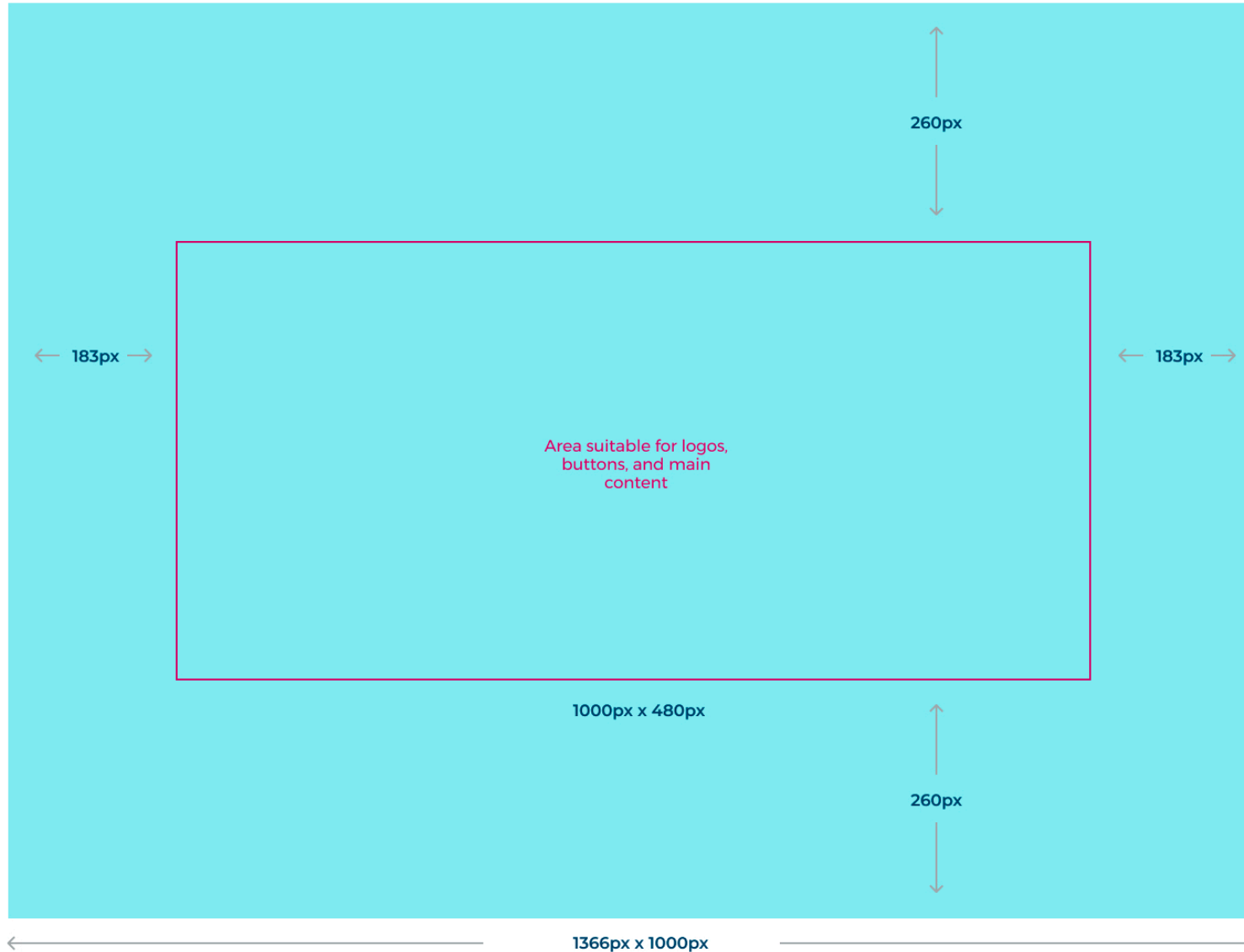
MATERIAL REQUIREMENT:

One (.JPG) file to be sent and with a file weight not exceeding 100kb. All indicated measurements of Masthead, Gutter and Bleed area must be incorporated on this one file. Landing URL should also be provided (ad impression/click trackers recommended).

DIGITAL ADVERTISING GUIDELINES



SCROLLER - DESKTOP

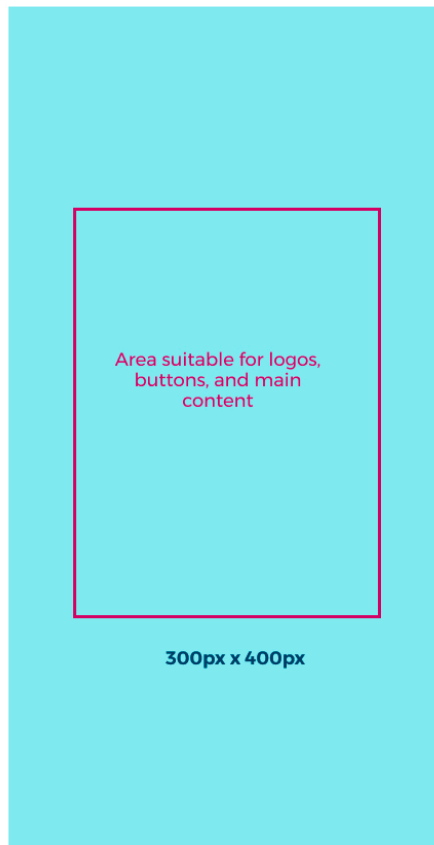


NOTE: The entire light blue area (1366x1000px) is part of the creative, but it is meant as background color / image and will be cut when viewed in smaller monitors
The marked area is the safe area where Logos, text, or CTA buttons can be placed.

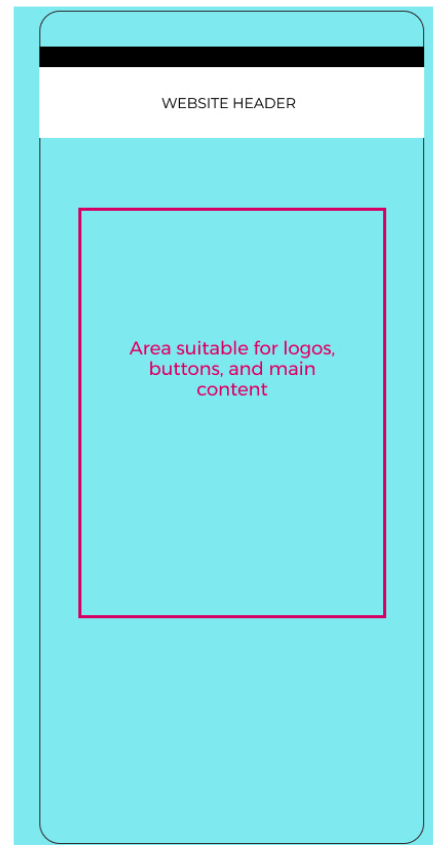
DIGITAL ADVERTISING GUIDELINES



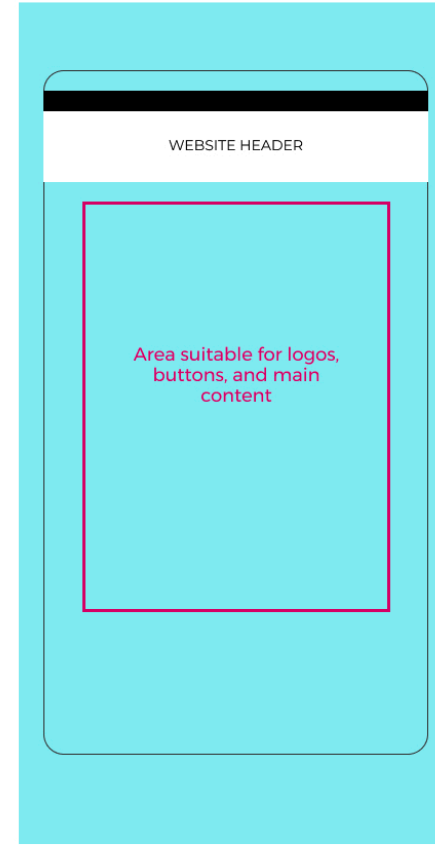
SCROLLER - MOBILE



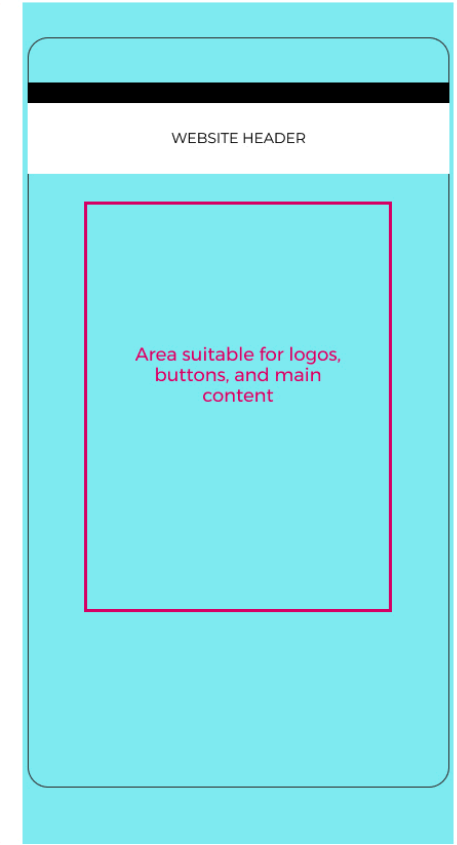
420px x 820px



iPhone X, Xs



iPhone 6,7,8



Google Pixel 2

NOTE: The entire light blue area (420x820px) is part of the creative, but it is meant as background color / image and will be cut when viewed in smaller monitors. The marked area is the safe area where Logos, text, or CTA buttons can be placed.