

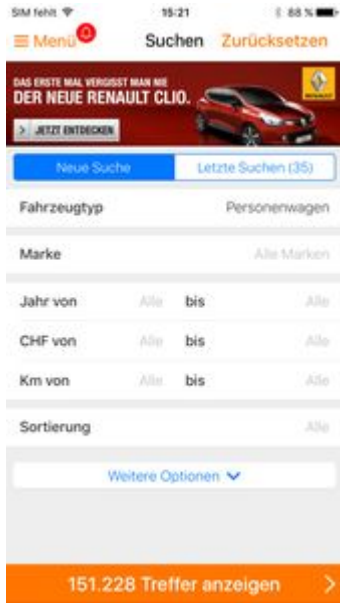
AS24 Apps:

Search Background Ad Specifications

Required Assets:

1. An image of size **1080** (width) x **810** (height) Pixels (JPG).
2. An **https** URL to link the clicks on the image.

A. Expandable parallax banner ad

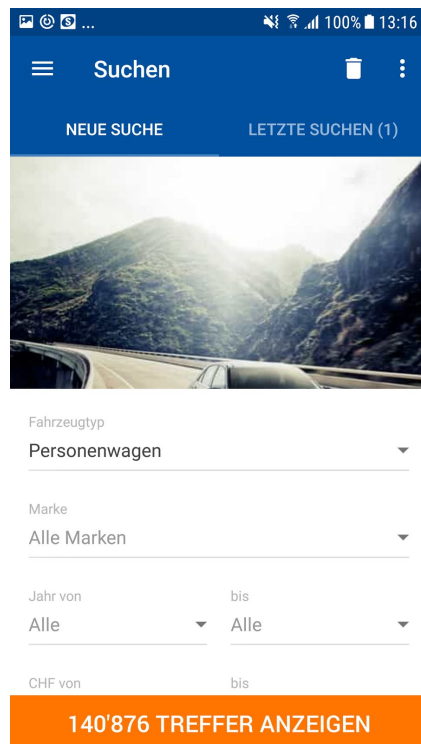
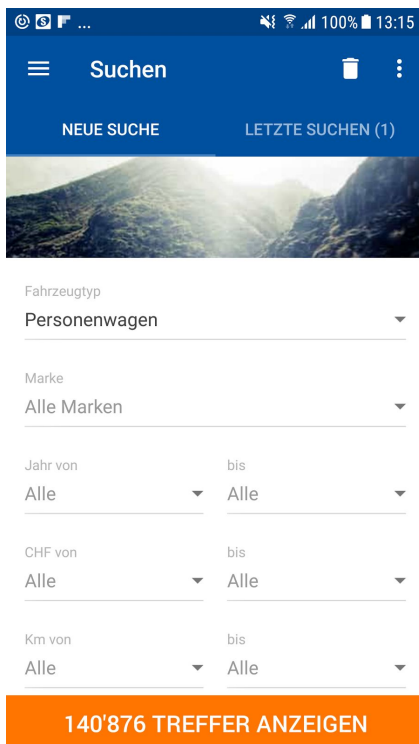


iOS Screen



Android Screen

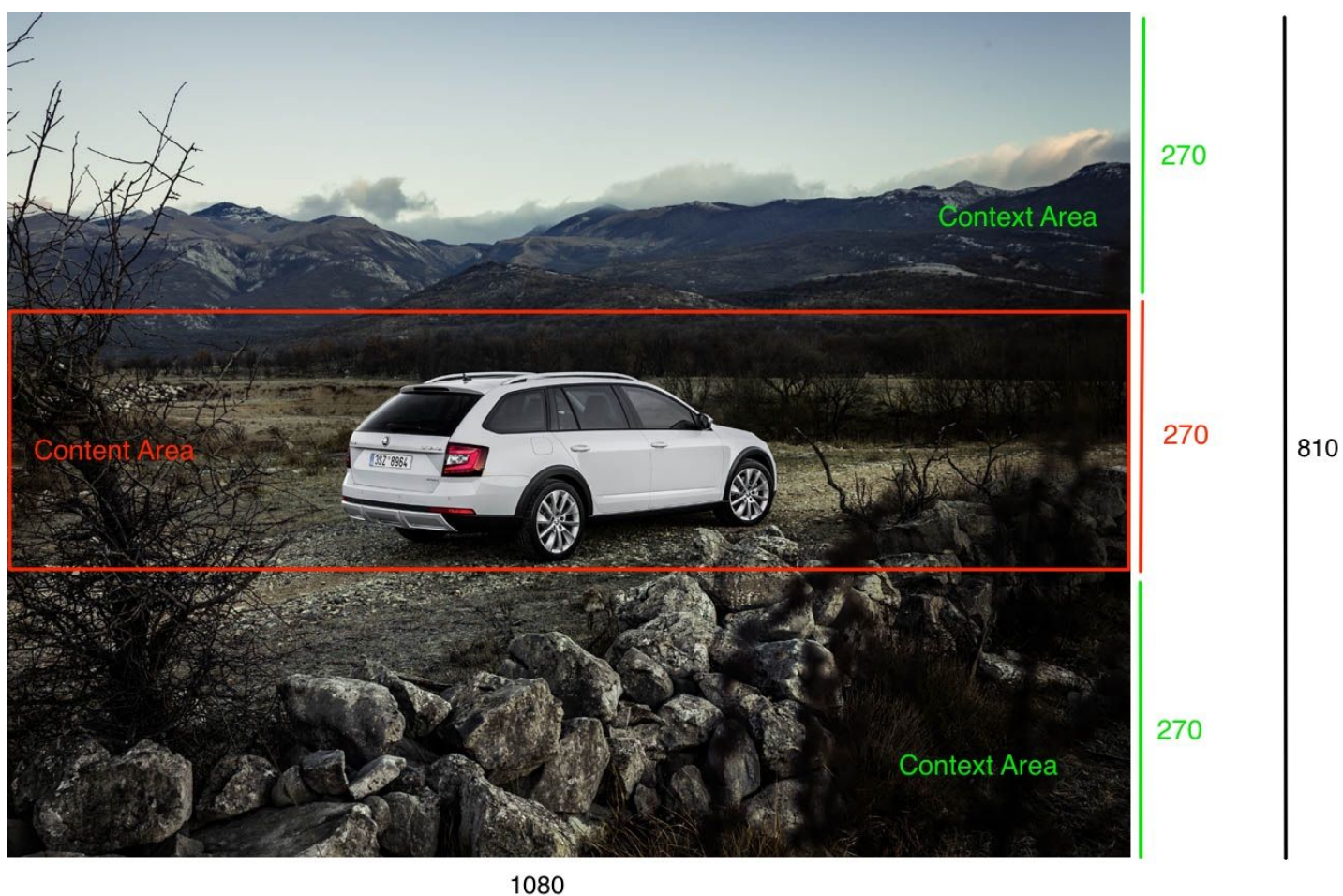
This display starts with a 1:4 ratio banner (1080x270) . But instead of being static, scrolling upwards will reveal the ad to 3 times its original height, allowing maximal visibility (see illustration below).



B. Image specification

In order to support the ad's behaviour on every devices, the provided image needs to apply to the following format:

1. The ad's atomic content (Elements that should not be cut such as text(s), cta, logo, etc.) have to be contained **inside** the height portion of **270px** and **540px** (**Content Area**).
2. The ad's non atomic content (Elements that can be cut off, such as background elements, car image, etc.) should fill the larger image.



(sizes are in pixels)