

Our Media Mobile Scroller Template Guide



Static scroller

Scroller background: 420 x 700px (max 60kb) JPEG, PNG

Scroller CTA banner: 420 x 380px (max 40kb) transparent PNG

Mobile banner: 400 x 80 px (max 30kb) JPEG, PNG

- Your Project Manager or Ad Ops Exec will share two templates with you: a Scroller template and a Scroller Mobile Banner template. If these are missing, please contact your Our Media contact to request them.
- If you wish to create assets without the templates see the dimensions above. The CTA banners will sit centrally on the scroller backgrounds with some scroll movement.
- Each scroller consists of two scroller windows and a mobile banner. You can supply us with either one scroller design to serve in both windows, or two separate designs.
- Each scroller section requires a background for which we recommend lifestyle or product imagery, and a CTA banner on which we recommend including your logo, a tagline, and a clear call to action button.
- The mobile banner is a single asset, on which we recommend including your logo and a clear call to action.
- Please export all your designs making sure they are the correct dimensions and within our maximum file weights listed above. Your CTA banner requires a transparent background to layer over your scroller background. We will build a preview of your scroller for you to review.
- Please supply us with a clickthrough URL for your scroller.

We will build a preview of your scroller for you to review.

If you have any questions please contact your Project Manager or Ad Ops Exec.

Our Media Mobile Scroller Template Guide



Video scroller

Scroller background: 420 x 700px (max 15 seconds, max 5mb) MP4

Scroller CTA banner: 420 x 380px (max 40kb) transparent PNG

Mobile banner: 400 x 80 px (max 30kb) JPEG, PNG

- Please create your assets to the dimensions and file weights specified above. The CTA banners will sit centrally on the scroller backgrounds with some scroll movement.
- Each scroller consists of two scroller windows and a mobile banner. You can supply us with either one scroller design to serve in both windows, or two separate designs (each consisting of one scroller background and one scroller CTA banner).
- Each scroller section requires a video background for which we recommend lifestyle or product footage, and a CTA banner on which we recommend including your logo, a tagline, and a clear call to action button.
- If you would prefer to include all your information within the video itself and forgo the scroll effect from having a separate CTA layer that is fine.
- The mobile banner is a static single asset, on which we recommend including your logo and a clear call to action.
- Please export all your designs ensuring that they are the correct dimensions and within our maximum file weights listed above. Your CTA banner requires a transparent background to layer over your video scroller background.
- Please supply us with a clickthrough URL for your scroller.

We will build a preview of your scroller for you to review.

If you have any questions please contact your Project Manager or Ad Ops Exec.