



USER EXPERIENCE

The Sidescape provides a client with a large scale ad unit that occupies two prominent vertical spaces to the left and right of the site content. The Sidescape also stays at the top of the page (under the navigation) and will “slide” with the scrolling of the website so the ad unit is always visible to the user. It also seamlessly extends around the edges of the page content as a background giving a advertisement a “takeover” feel. The ad unit cannot have motion such as video or graphic animations but allows for minor animation such as button rollovers.

The Sidescape should be used when a singular message or branding as the primary objective. The Sidescape can also be combined and interact with a 300x250 ad unit.

AD SPECIFICATIONS

DIMENSIONS

- 300x800 pixels for both the left and right side.
- We recommend that the main messaging and call to actions stay within 150px from the edge of the website content.

FILE SIZE

- 150k total initial download for all assets
- Up to 2.2MB polite download after full page download complete.

ANIMATION

- The only animation allowed for Sidescapes are rollovers effect on buttons.

VIDEO

- Sidescapes do not allow video

AUDIO

- Sidescapes do not allow audio

STORYBOARD

These diagrams illustrate the placement of the Sidescape in-page. The max height for the sidescape graphics is 800px. The max width for the sidescapes is 350px but we recommend that the main messaging and call to actions stay within 150px from the edge of the site content. This is to help maximize the number of users that can view the advertisement.

