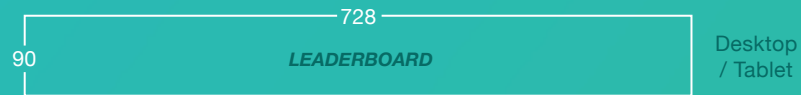


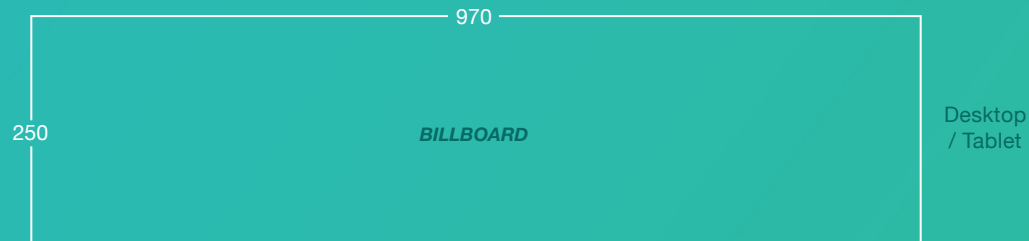
Scoota Formats

Specs Document

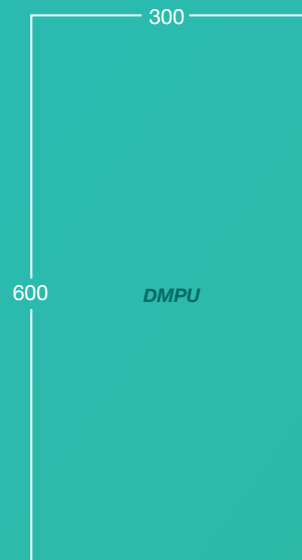
Display ads



Desktop
/ Tablet



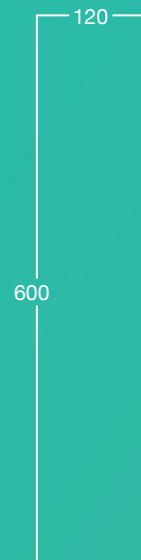
Desktop
/ Tablet



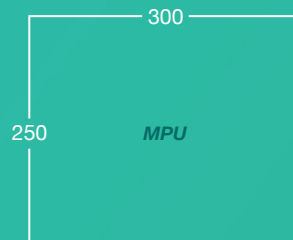
Desktop / Tablet



Desktop
/ Tablet



Desktop
/ Tablet



Desktop / Tablet
/ Mobile



Mobile only



Mobile only

Requirements

Desktop, Tablet & Mobile

Dimensions: As shown in diagram

File size: 2.2mb

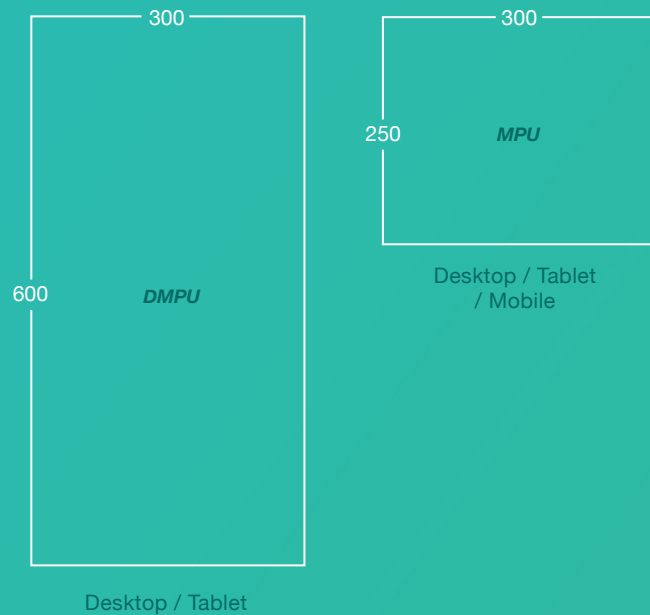
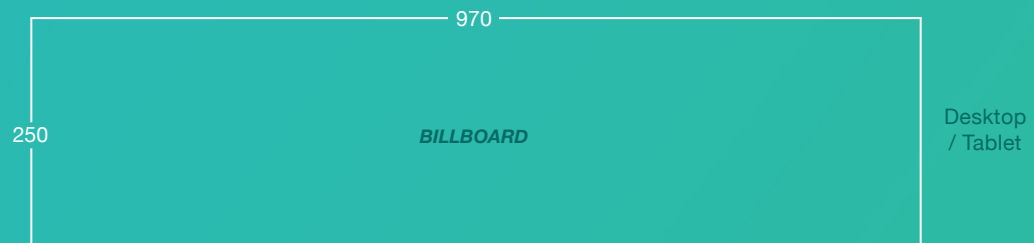
Duration: Max 30 secs

Loops: 3 times (within 30 secs)

Other media accepted: Video, HTML

See page 15 for retina display

Video ads



Requirements

Desktop, Tablet & Mobile

Dimensions: As shown in diagram

Total served file size: 2.2mb

Duration: Max 30 secs

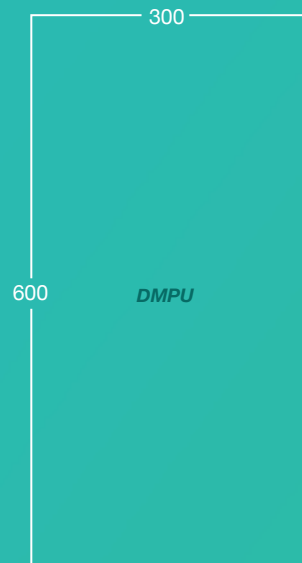
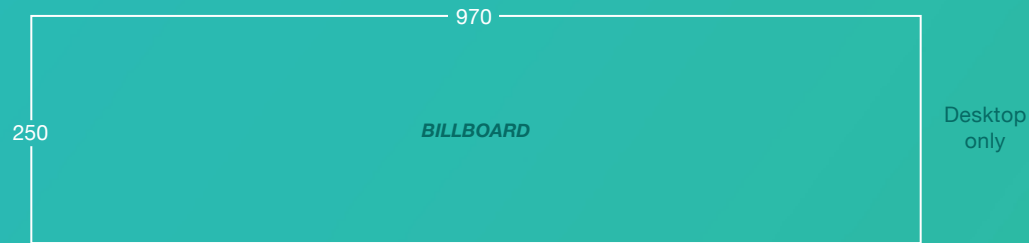
Video types accepted:

Raw files

.mp4

.mov

See page 15 for retina display



Desktop only

Requirements

Desktop only

Pre-First Interaction

Dimensions: As shown in diagram

File size: 2.2mb pre-interaction

Duration: Max 30 secs

Loops: 3 times (within 30 secs)

Other media accepted: Video, HTML

Post-First Interaction

Dimensions: As shown in diagram

File size: Unlimited

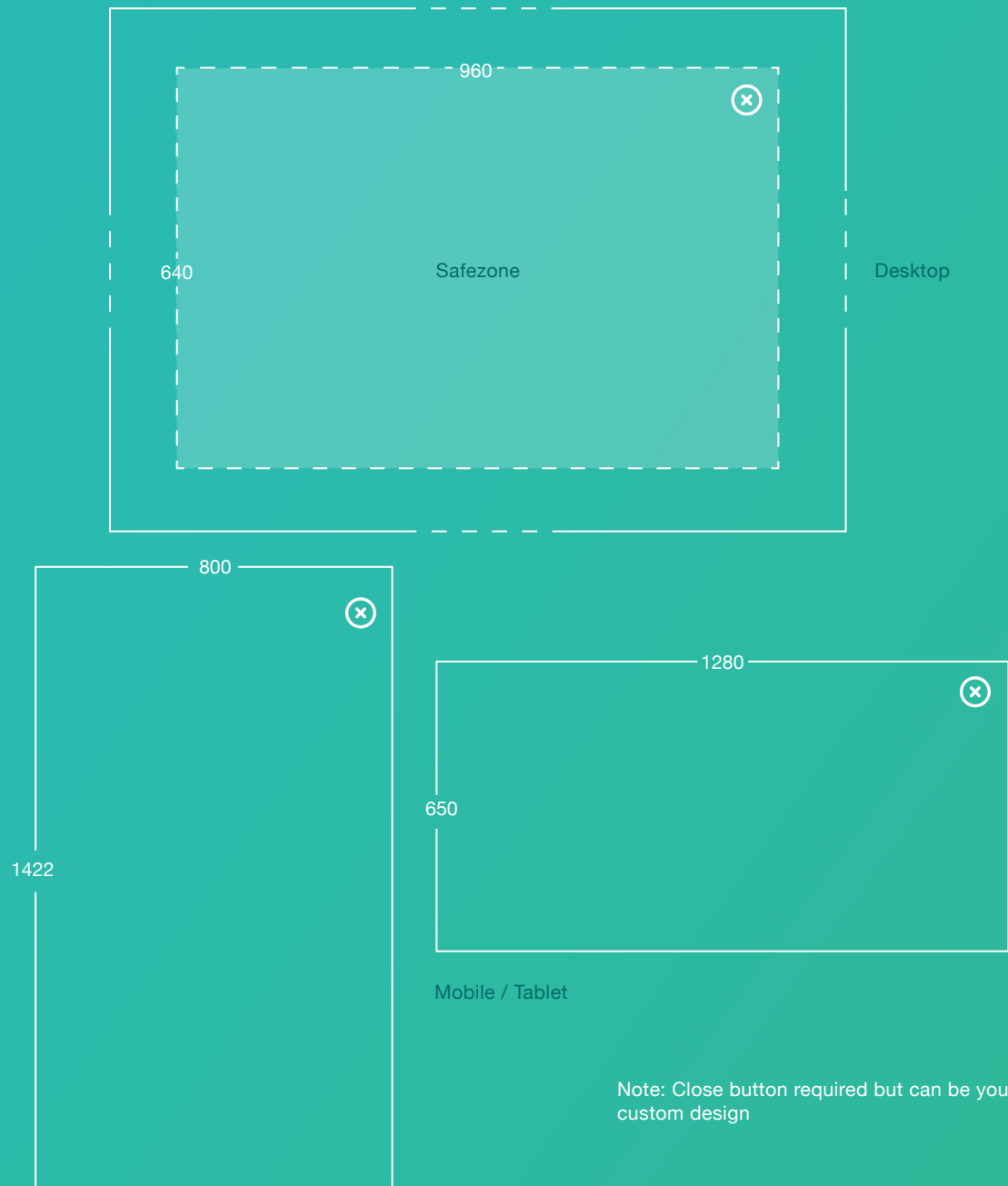
Duration: Unlimited

Loops: n/a

Other media accepted: Video, HTML

See page 15 for retina display

Lightbox



Requirements

This is a second stage format. See Display Ads for first stage requirements.

Desktop

Dimensions: No fixed dimensions but safezone of 960x640 required.

File size: Unlimited

Duration: Unlimited

Loops: n/a

Other media accepted: Video, HTML

Mobile / Tablet

Portrait dimensions: 800x1422

Landscape dimensions: 1280x650

File size: Unlimited

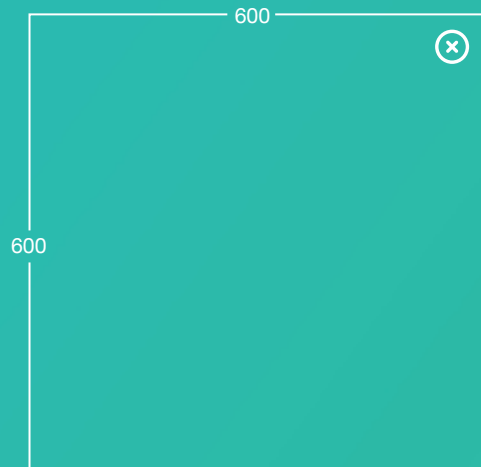
Duration: Unlimited

Loops: n/a

Other Media accepted: Video, HTML

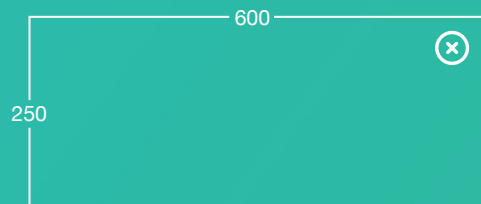
See page 15 for retina display

Disclosing Expandable



Desktop
only

Launches off a DMPU



Desktop
/ Tablet

Launches off an MPU

Note: Close button required but can be your custom design

Requirements

This is a second stage format. See Display Ads for first stage requirements.

Desktop / Tablet

Dimensions: As shown in diagram

File size: Unlimited

Duration: Unlimited

Loops: N/A

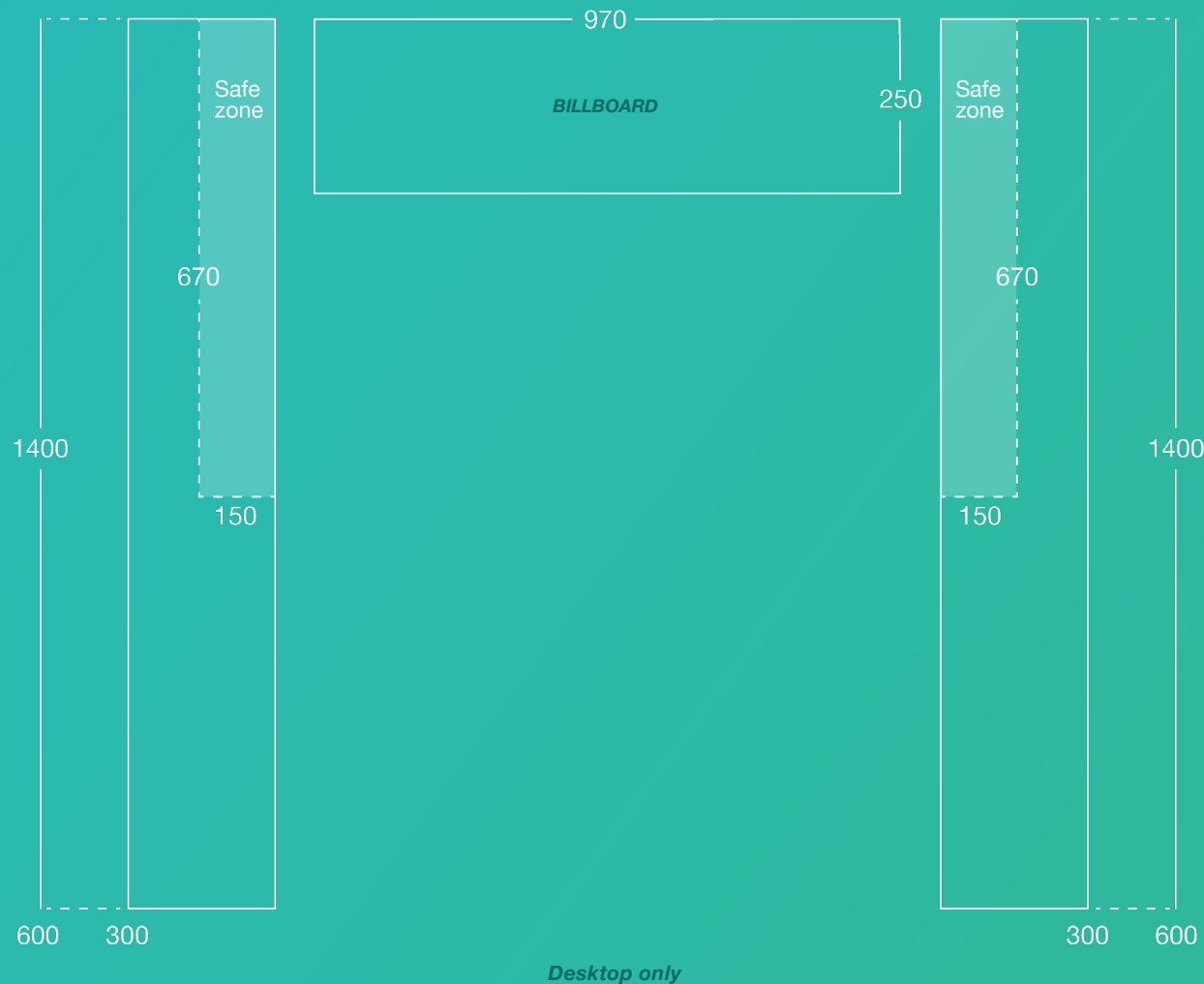
Other media accepted: Video, HTML

Ad serving note

Publishers will dictate direction of disclosing depending on ad placement on the site.

See page 15 for retina display

Page Shell



Note: The side panels will remain static, flush to the top of the browser BUT the billboard will scroll off screen.

Requirements

Desktop only

Side-panel dimensions: As shown in diagram

Side-panel file size: 1mb each

Side-panel duration: Max 30 secs

Side-panel loops: 3 times (within 30 secs)

Other media accepted: Video, HTML

Billboard dimensions: 970x250

Billboard file size: 2.2mb

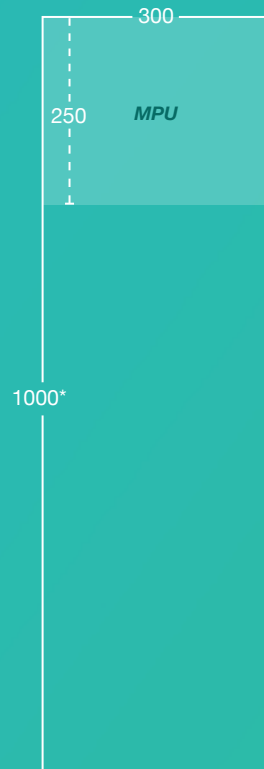
Billboard duration: Max 30 secs

Billboard loops: 3 times (within 30 secs)

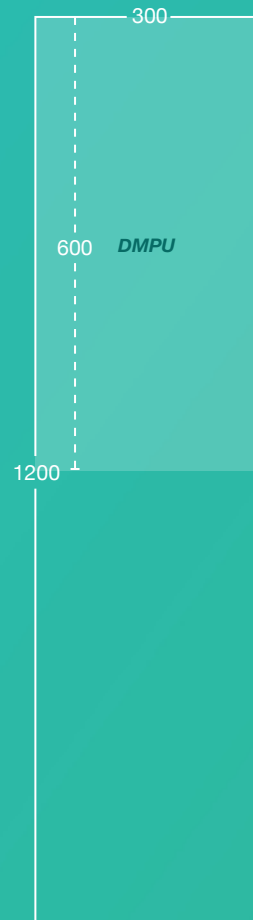
Other media accepted: Video, HTML

See page 15 for retina display

In-Unit Parascroll



Desktop / Tablet
/ Mobile



Desktop / Tablet

*Diagram shows maximum height
Min height: 500px

Note: Dark green indicates “window” user will
view the scrolling background through

Requirements

Desktop / Tablet / Mobile

Dimensions: As shown in diagram

File size: 2.2mb pre-interaction

Duration: Max 30 secs

Loops: 3 times (within 30 secs)

Other media accepted: Video, HTML

Video autoplay

File size: under 1.5mb

Duration: 30 secs

Loops: 3 times (within 30 secs)

Video click-to-play

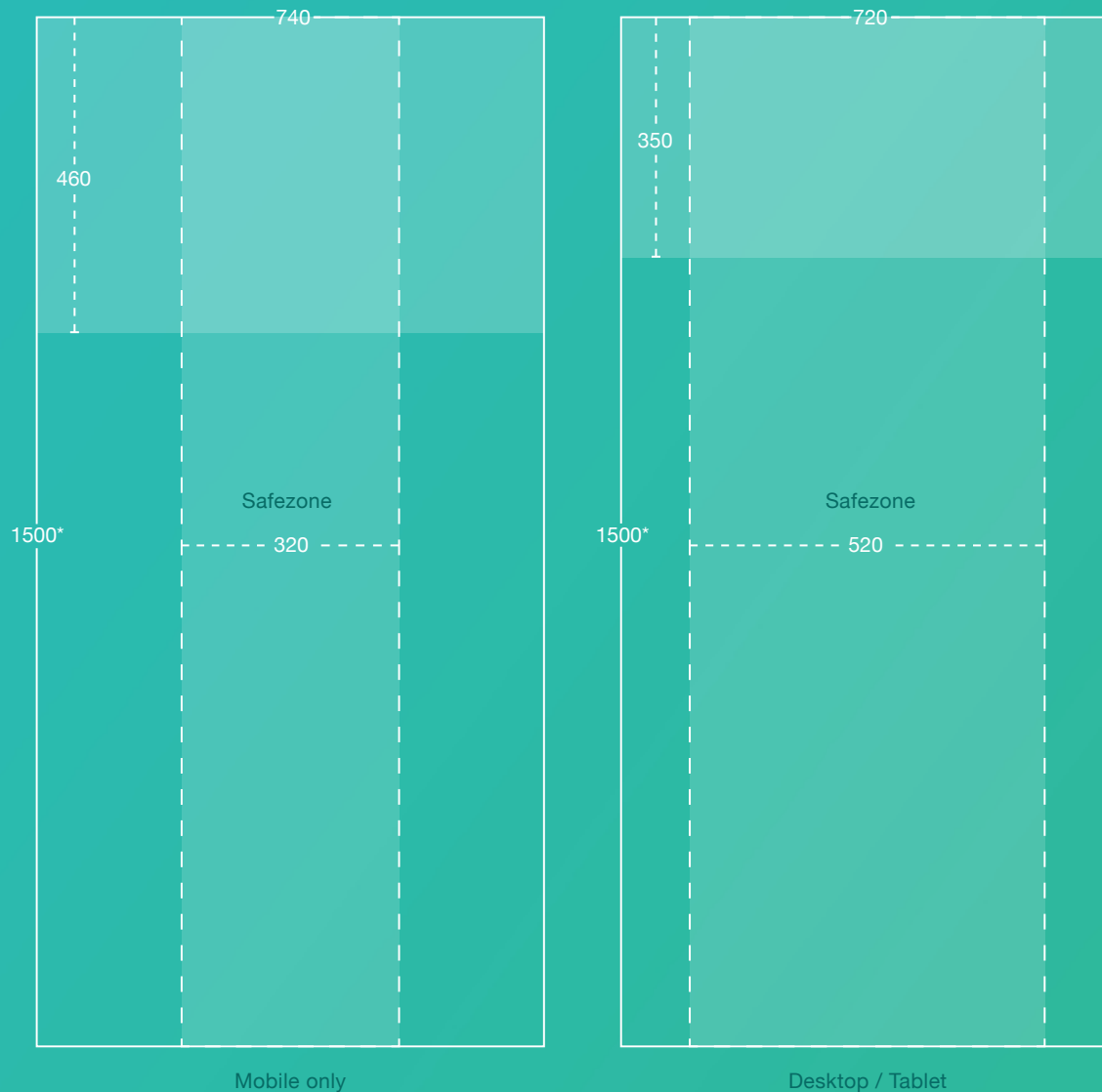
File size: unlimited

Duration: unlimited

Loops: unlimited

See page 15 for retina display

In-Article Parascroll



*Diagram shows maximum height
Min height: 1000px

Note: Dark green indicates "window" user will view the scrolling background through

Requirements

Desktop / Tablet / Mobile

Pre-First Interaction

Dimensions: As shown in diagram

File size: 2.2mb pre-interaction

Duration: Max 30 secs

Loops: 3 times (within 30 secs)

Other media accepted: Video, HTML

Post-First Interaction

Dimensions: As shown in diagram

File size: Unlimited

Duration: Unlimited

Loops: n/a

Other media accepted: Video

Ad serving note

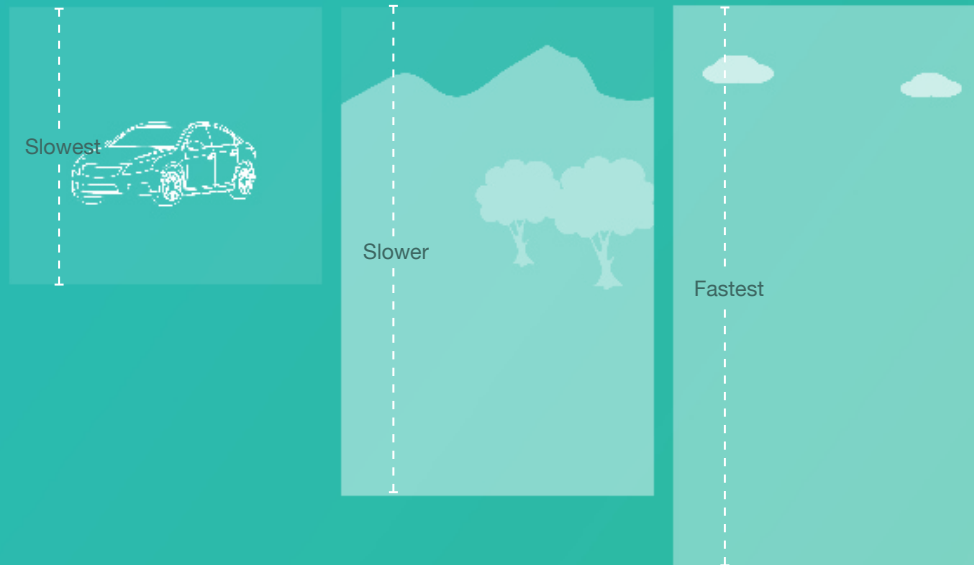
In-article parascrolls will be served both from a 1x1 and MPU. [See Display Ads for MPU specs.](#)

See page 15 for retina display

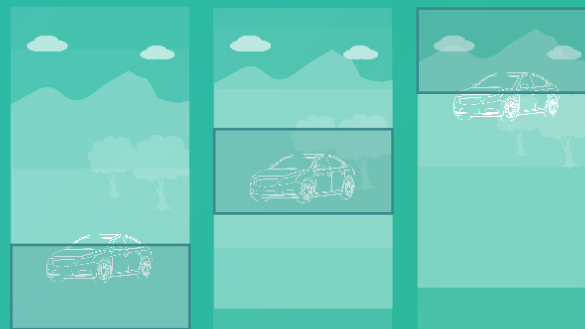
3D Parascroll

For format dimensions see In-Article Parascroll

Like a normal Parascroll, a 3D parascroll will display the entire length of the scrollable layer, from bottom to top - no matter the height of the browser.



By setting the layers to different heights it will control the speed at which it scrolls. By layering different height layers can create the 3D effect.



User window

Requirements

Desktop / Tablet / Mobile

Dimensions: As shown in 'In-Article Parascroll'

File size: 2.2mb pre-interaction

Duration: Max 30 secs

Loops: 3 times (within 30 secs)

Other media accepted: HTML

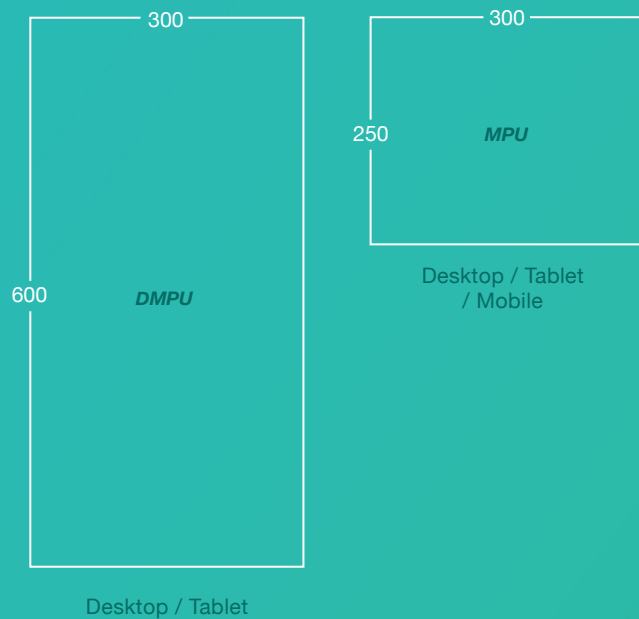
Ad serving note

3D parascrolls will be served both from a 1x1 and MPU.

See Display Ads for MPU specs.

See page 15 for retina display

Prism



Note: Mobile prisms are limited to a maximum 4 sides/frames

Requirements

Desktop / Tablet / Mobile

Dimensions: As shown in diagram

File size: 2.2mb pre-interaction

Duration: Max 30 secs

Loops: Auto rotation

Other media accepted: Video

Video autoplay

File size: under 1.5mb

Duration: 30 secs

Loops: 3 times (within 30 secs)

Video click-to-play

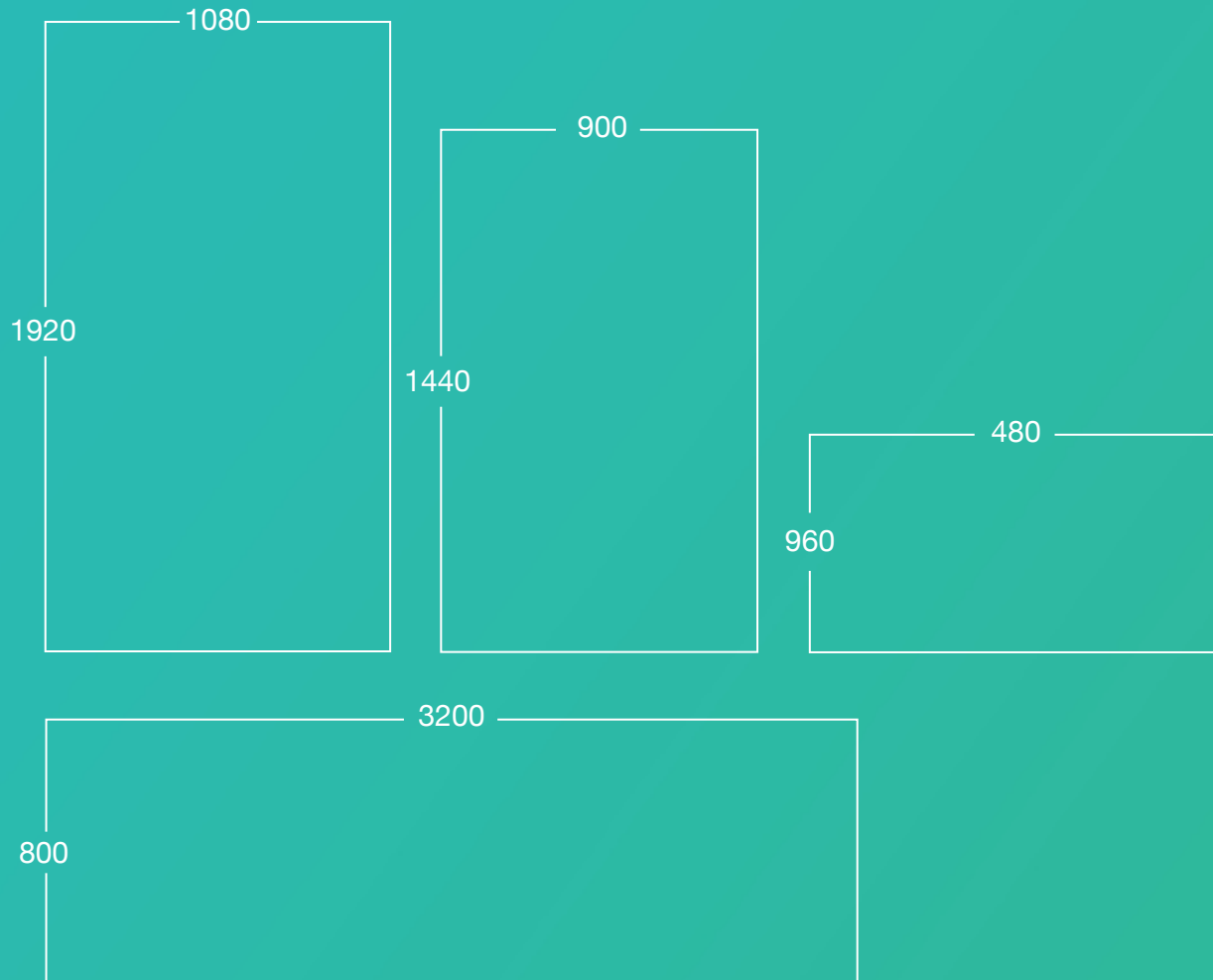
File size: unlimited

Duration: unlimited

Loops: unlimited

See page 15 for retina display

Digital OOH



*The above make up 95% of available inventory. Contact supplier for all dimensions on plan.

Requirements

Dimensions: As shown in diagram

Format: Static, Video, Html (supplier dependant)

Other media accepted:

.jpeg .png .avi .mpeg .mp4 .mov .ae

Duration: Up to 15s (depending on supply)

Max file size: 150MB

Audio: No

Requirements by enviroment:

No motion/animation permitted on roadside



VAST



16:9

4:3

*Preferable sizes: 1920x1080px
768x576px

Requirements

Dimensions: As shown in diagram

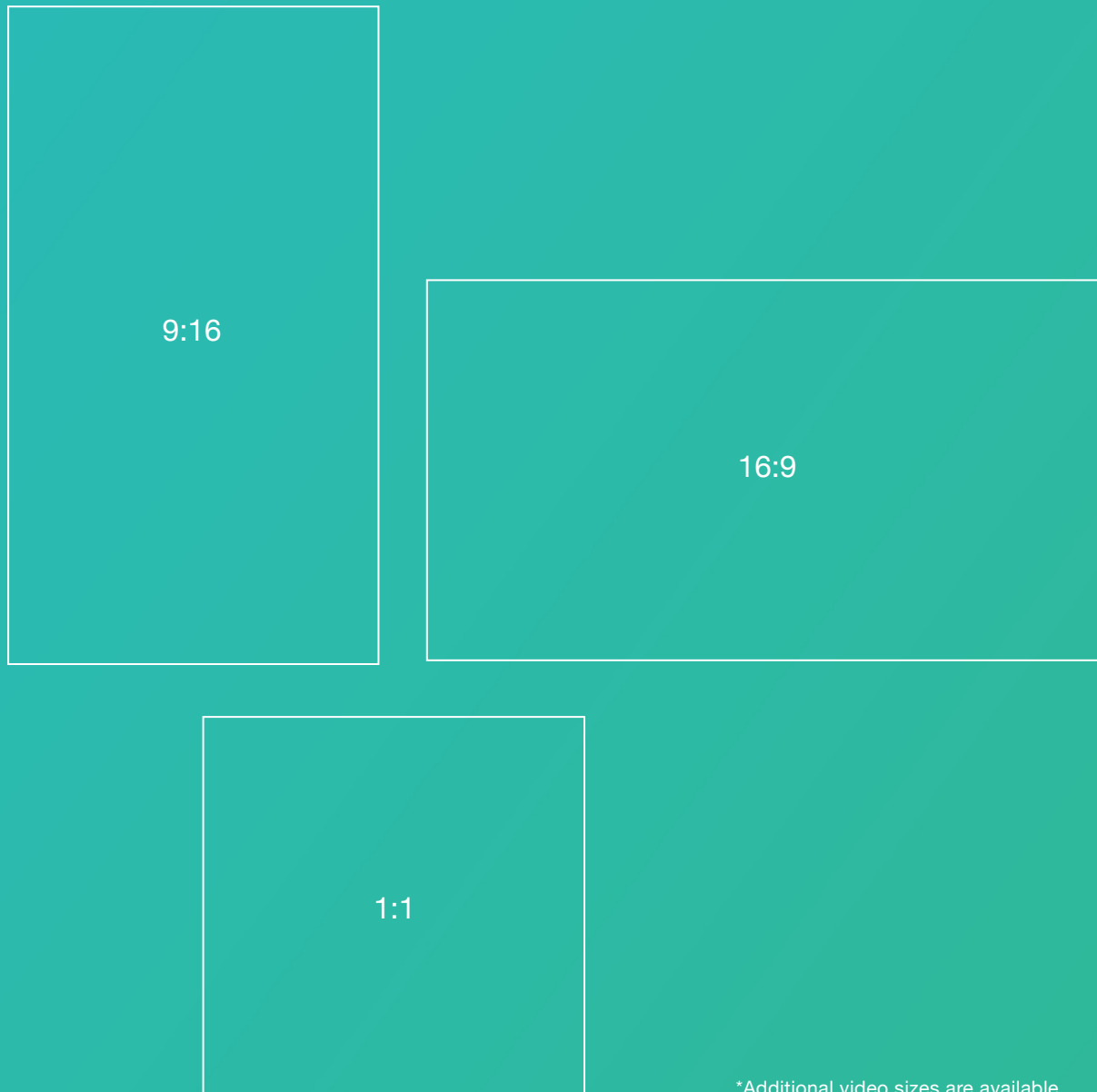
Other media accepted:

Video (mp4, mov, raw files, not compressed)

Duration: 6, 15, 30 secs exactly

Audio: Yes

Connected TV



*Additional video sizes are available based on supply.

Requirements

Available CTV Devices

Dimensions: As shown in diagram

Max file size: 10GB

Other media accepted:

Video (mp4, mov, raw files, not compressed)

Duration: Max 30 secs

Audio: Yes

Designing for retina

1. If you wish to design for retina, **double the dimensions** of any format (DOOH, VAST & Connected TV not included)
2. For example instead of 300x600, set the canvas size in photoshop to 600x1200.
3. Once you have finished your design, add a blank layer at the top of the list. Label that layer:

default @2x + 50%

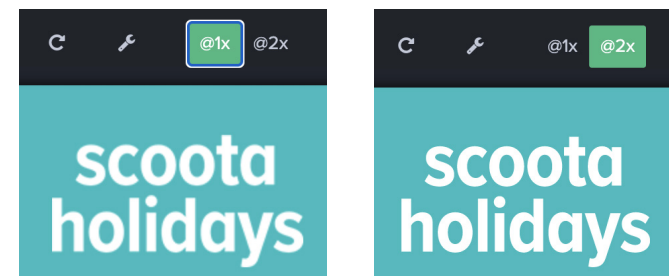
4. It should look something like this:



5. When you Generate > Image Assets, two sets of assets will be exported. Upload to the platform as normal.

- background.png
- background@2x.png
- cta.png
- cta@2x.png
- palm_tree.png
- palm_tree@2x.png
- sunset.png
- sunset@2x.png
- text.png
- text@2x.png

6. In the toolkit you will be able to toggle between retina and non-retina views.
7. When served the maximum possible resolution will be automatically served.



Note: The toolkit can also process sizes beyond @2x.

For sizes beyond that set the canvas size accordingly and label the top layers as following:

@3x: **default @3x + 66.66% @2x + 33.33%**

@4x: **default @4x + 75% @3x + 50% @2x + 25%**

and so on...

Supplying finished artwork

Photoshop

- Set resolution of all PSD files to 72 px/inch.
- Please supply artwork ONLY in the specifications noted above. We do not require artwork for retina screens.
- Provide all size creatives in separate PSD documents.
- Please do not use Artboards.
- Display sequences in a PSD using layers & groups. Please do not use layer comps.
- Make sure all layers are 'web-ready'. Avoid using blending modes if they cannot be exported as individual assets.

Animation

- If providing HTML5 animations, please provide versions for every required format.
- Provide full packaged HTML files for us to host.
- HTML banners should not be generated by ad vendors and should not call any external urls.

Video

- Ideally videos will be set at the same ratio as those in the design/PSD file.

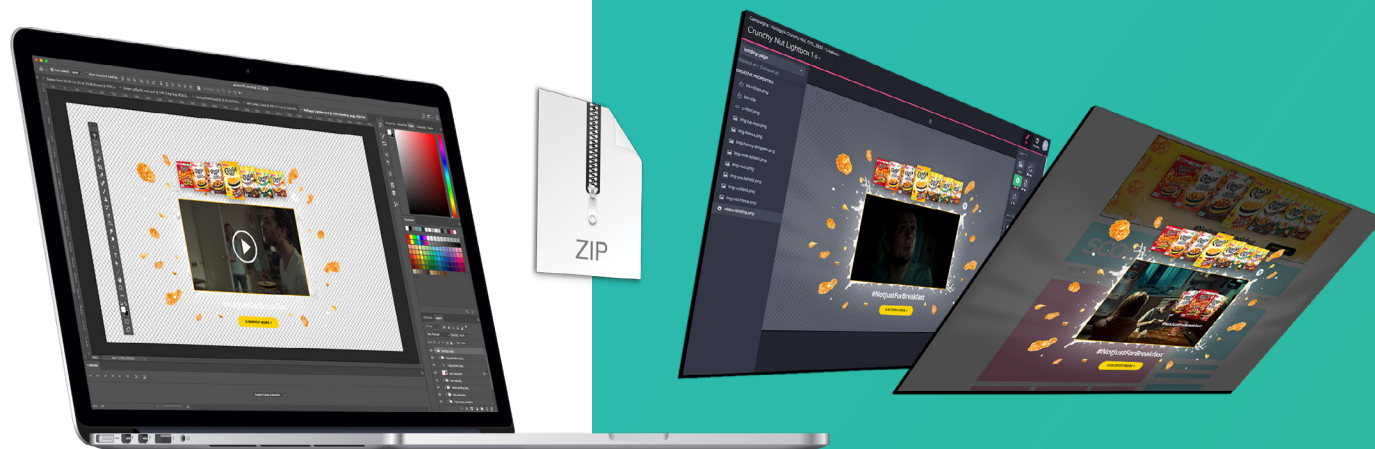
Supplying assets for design

- High resolution campaign imagery (.jpg .png .tiff and .psd)
- High resolution logos (.ai or .svg)
- Video (.mov .mp4)
- Signed off campaign copy
- Brand / Campaign fonts (otf or ttf)
- Brand / Campaign Guidelines

Our toolkit

All our formats are built using our own creative toolkit. Upload your PSD directly, for pixel perfect results, and simply add interactions and animation with a click of a button. No developers required!

Email support@scoota.com to arrange an introduction to the toolkit.



Contact us

For any queries regarding our specs or formats in general, please send an email to your Account Manager or reach the team via support@scoota.com

Additional contacts:

Ad Ops: opsuk@scoota.com

Sales: commercial@scoota.com

Project management: jonathan.hirst@scoota.com

Useful links

[Rig platform](#) | [scoota.com](#)

scoota.