

# DYNAMIC BRANDING WALL

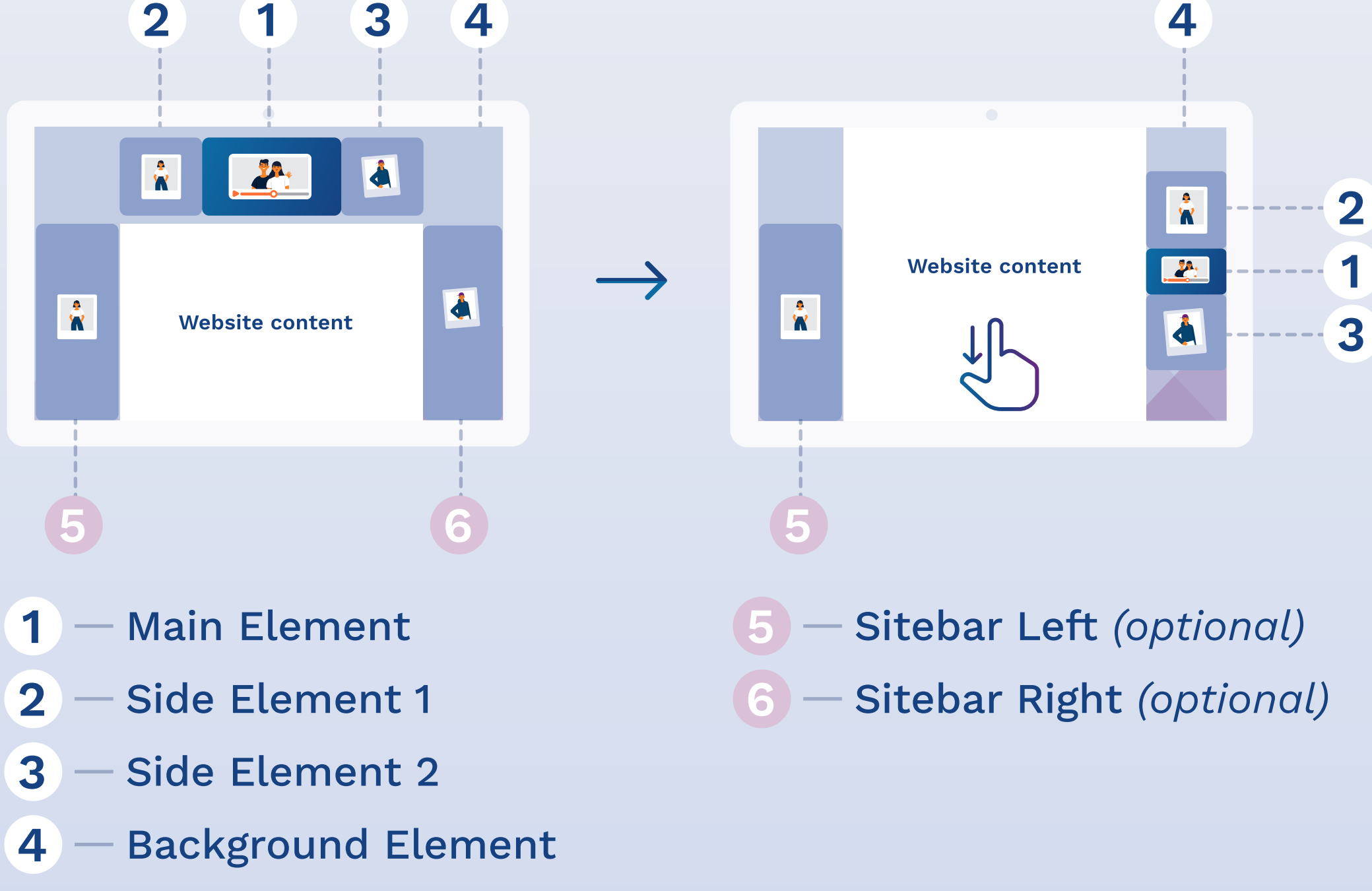
## SPECIFICATIONS



### DESCRIPTION

The Dynamic Branding Wall is an advertising medium that surrounds the website over a large area. A video including branding elements (e.g. logo, claim or CTA) is placed in the eye-catching wideboard/billboard container. A background image surrounds the content of the website. Optionally, sidebar elements can be used that scale like a regular sidebar ad on the free areas to the left and right. This provides the opportunity for additional messages. When scrolling, the elements in the wideboard/billboard container can be moved to the right so that they remain in the user's visible area.

### POSITIONING AND BEHAVIOUR



### SPECIFICATIONS FOR DATA DELIVERY

#### DYNAMIC BRANDING WALL - BACKGROUND IMAGE

[Preview](#)

This version of the branding wall is used when there are no important images or text in the background image. The background serves as a mood image, the focus is clearly on the video and the side elements.

Element	Component	File Format	Info		Comment
1 MAIN ELEMENT	VIDEO <i>Animation or Image</i>	MP4, MOV, AVI, MKV	Mass Duration Weight	HD/FullHD 16:9 Max. 30 Sec. Max. 50 MB	Ideally, send us a description (mockup) of how you would like the ad to appear (PSD, PDF, figma, etc.).
2 SIDE ELEMENT 1	GRAPHIC ELEMENT <i>E.g. Logo</i>	PNG, SVG, JPG, Photoshop, InDesign, Illustrator	Mass Weight	275x250px Max. 1 MB	
3 SIDE ELEMENT 2	GRAPHIC ELEMENT <i>E.g. Text or CTA</i>	PNG, SVG, JPG, Photoshop, InDesign, Illustrator	Mass Weight	275x250px Max. 1 MB	
4 BACKGROUND	IMAGE	PNG, JPG, Photoshop, InDesign, Illustrator	Mass Weight	3840x3072px Max. 1 MB	1920x1536px will also work. No text-elements or key visuals on the background, they may overlap on different screen sizes

#### DYNAMIC BRANDING WALL - DOUBLE SITEBAR

[Preview](#)

This version of the branding wall is used when important visual elements or texts are to be placed in the background (to the left and right of the main content). Placing this content in the responsive sitebars ensures that it is not covered by the content of the website.

Element	Component	File Format	Info		Comment
1 MAIN ELEMENT	VIDEO <i>Animation or Image</i>	MP4, MOV, AVI, MKV	Mass Duration Weight	HD/FullHD 16:9 Max. 30 Sec. Max. 50 MB	Ideally, send us a description (mockup) of how you would like the ad to appear (PSD, PDF, figma, etc.).
2 SIDE ELEMENT 1	GRAPHIC ELEMENT <i>E.g. Logo</i>	PNG, SVG, JPG, Photoshop, InDesign, Illustrator	Mass Weight	275x250px Max. 1 MB	
3 SIDE ELEMENT 2	GRAPHIC ELEMENT <i>E.g. Text or CTA</i>	PNG, SVG, JPG, Photoshop, InDesign, Illustrator	Mass Weight	275x250px Max. 1 MB	
4 BACKGROUND	IMAGE	PNG, JPG, Photoshop, InDesign, Illustrator	Mass Weight	3840x3072px Max. 1 MB	1920x1536px will also work. No text-elements or key visuals on the background, they may overlap on different screen sizes.
5 SITEBAR LEFT	GRAPHIC ELEMENT	PNG, SVG, Photoshop, InDesign, Illustrator	Mass Weight	500x1000px Max. 1 MB	The sidebar on the right disappears as the user scrolls down, revealing the main element and side elements.
6 SITEBAR RIGHT	GRAPHIC ELEMENT	PNG, SVG, Photoshop, InDesign, Illustrator	Mass Weight	500x1000px Max. 1 MB	

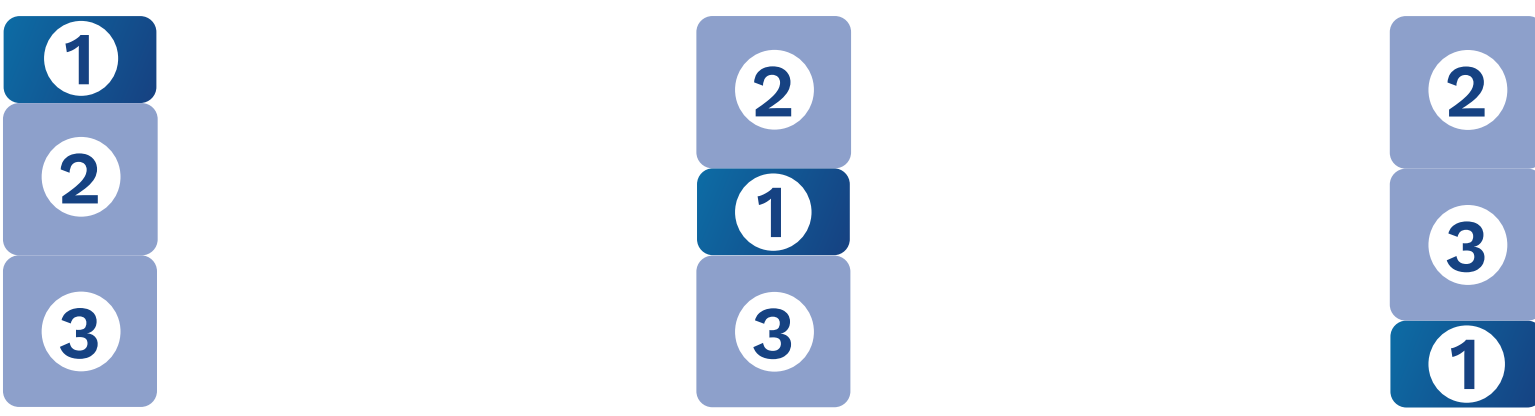
\*When delivering finished HTML5 banners, please ensure that NO click tags are included. In the Google Web Designer, please set the AD Environment to Non-Google Ad. Otherwise, unnecessary libraries will be loaded that slow down the loading time.

 Or contact us directly and we will help you create images and animations.

#### Positioning of the Main Element (above the website):



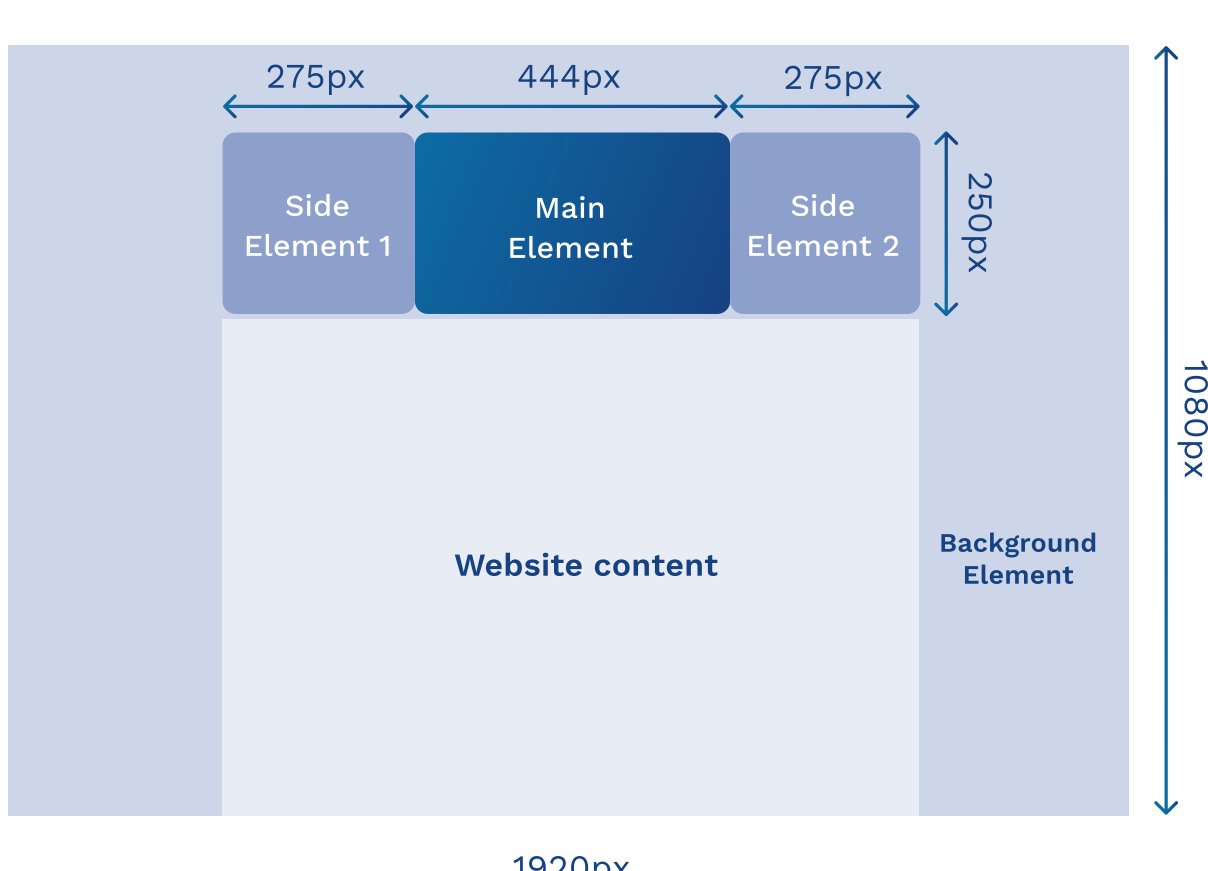
#### Positioning of the Main Element (after scrolling):



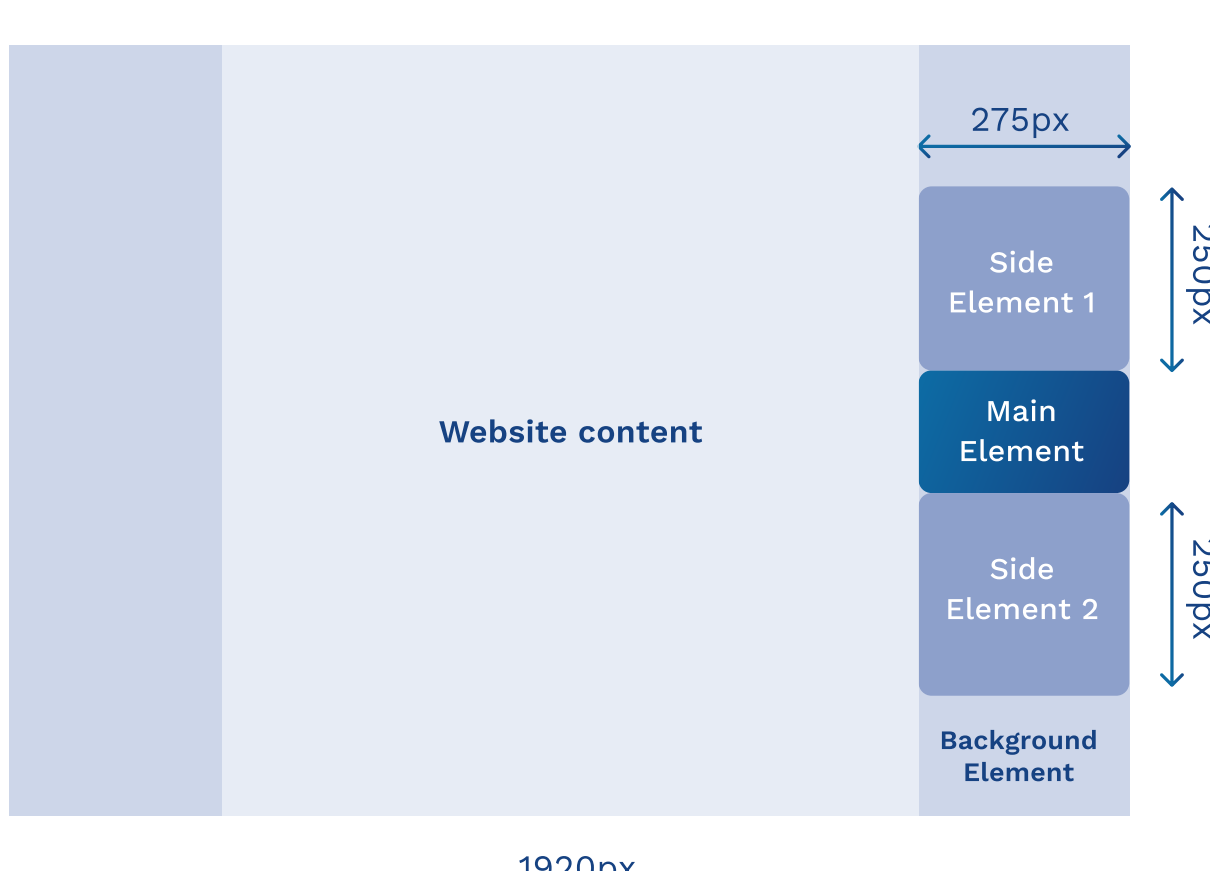
 Depending on individual needs and preferences, there may be different variations of the positions.


### DIMENSIONS

#### Before scrolling:



#### After scrolling:



 You can choose which elements you want to display before and after scrolling. There is also the option to display additional sitebars after scrolling.

[.PsD Layout Template](#)

Delivery of data via conventional download services.



Delivery:  
[admanagement@codevelop.io](mailto:admanagement@codevelop.io)

#### 5 days lead time

Ad is available for desktop.



Available for direct bookings and programmatic campaigns.

### CONTACT

If you have any questions, please do not hesitate to contact us by phone or e-mail.

For questions:

+41 44 585 16 00  
[admanagement@codevelop.io](mailto:admanagement@codevelop.io)

[Other Formats](#) 