

High-impact.js

Put your ads in the spotlight, with one single tag



Unlock **high-impact formats** with greater **efficiency** through only having to **traffic one single tag**



Publisher owned - no third-party vendor required



Programmatic buying



Reduction of versioning

Publishers live



Formats available (requested size)

- Midscroll - Desktop: 970x570
- Midscroll - Mobile: 300x240
- Topscroll - Desktop: 1x2
- Topscroll - Mobile: 300x220



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How to use **high-impact.js** functionality (DSP)

To utilize the High-Impact.js functionality as a buyer, you only need to follow these two requirements

Step 1:

Upload a responsive HTML5 or third-party ad in your DSP. Select the ad-size depending on the format needed.

Note! Some publishers support the ability to upload static images as well. Please contact your publisher for information regarding ad-size and safe area specifications.

Step 2:

In the DSP Platform, please add the following Javascript pixel to your creative (see DSP guide links to confirm which to use)

JavaScript:

```
<script src="https://video.seenthis.se/public/high-impact/client/1.0.0/client.js"></script>
```

OR

URL:

<https://video.seenthis.se/public/high-impact/client/1.0.0/client.js>

Instructions on how to upload a Third-party Javascript Pixel can be found here:

- DV360: <https://support.google.com/displayvideo/answer/6248876?hl=en>
- Adform: <https://www.adformhelp.com/hc/en-us/articles/9738562775697-Create-Tags>
- Xandr: <https://learn.microsoft.com/en-us/xandr/invest/configuring-tracking-for-creatives>
- For all other DSP's, please contact DSP support and request assistance on how to add a Javascript Pixel to the creative

How to use `high-impact.js` functionality (DSP to Ad Server)

High-impact.js can run from different demand sources. It can be hosted in the DSP or directly in the Ad Server.

Using creatives hosted in the DSP

When setting up the creative in the DSP, make sure to follow the guide in the previous slide and making sure the high-impact.js tag is setup.

Failure to do so, will render the ad incorrectly.

Using creatives directly in the Ad Server

When setting up the creative directly in the Ad Server, STEP Network supports the following:

- **Image files:** STEP Network can wrap the image file to be responsive and compatible with high-impact.js. Only .jpg .png .gif and max 1mb.
- **Third party tags:** STEP Network can wrap the third party tag, to make it compatible with high-impact.js. See Google Ad Manager macro [information here](#).

Creative specs - Asset types, ClickTags & Tracking

Asset type

Responsive HTML5 (either self hosted in ad server or served via third-party tags). HTML must be minified and optimized for polite load.

Currently STEP Network supports the following creative file types directly in Google Ad Manager:

- Static image files (.png, .jpg .gif and max 1mb)
- Third party tag (See Google Ad Manager macro [information here](#))

Click tags and tracking

For creatives hosted using third-party tags, use the appropriate click methods and trackers for the ad server in use.

Google Ad Manager:

https://support.google.com/admanager/answer/2376981?hl=en&ref_topic=10079604&sjid=9515721935052280141-EU

Adform:

<https://www.adformhelp.com/hc/en-us/articles/9739143043345-Supported-Ad-Serving-Macros>

Creative specs - Graphical work

Topscroll desktop

Recommended default artwork size: 2560x1440

Must be built as **responsive** if type is HTML, so that all content scales and resizes to fit the **width** and **height** of the window.

Static images needs to be wrapper in a responsive HTML file (for DSP use).
Else needs to be hosted in the Ad Server.

Ad Viewport has a viewport width of 100%, and a viewport height of 80%.
- SafeZone info: The bottom 20% will be cut off

Midscroll desktop

Recommended default artwork size: 2560x1440

Must be built as **responsive** if type is HTML, so that all content scales and resizes to fit the **width** and **height** of the window.

Static images needs to be wrapper in a responsive HTML file (for DSP use).
Else needs to be hosted in the Ad Server.

Ad Viewport has a viewport width of 100%, and a viewport height of 70%.
- SafeZone info: The bottom 15% and top 15% will be cut off

Topscroll mobile

Recommended default artwork size: 1080x1920

Must be built as **responsive** if type is HTML, so that all content scales and resizes to fit the **width** and **height** of the window.

Static images needs to be wrapper in a responsive HTML file (for DSP use).
Else needs to be hosted in the Ad Server.

Ad Viewport has a viewport width of 100%, and a viewport height of 80%.
- SafeZone info: The bottom 20% will be cut off

Midscroll mobile

Recommended default artwork size: 1080x1920

Must be built as **responsive** if type is HTML, so that all content scales and resizes to fit the **width** and **height** of the window.

Static images needs to be wrapper in a responsive HTML file (for DSP use).
Else needs to be hosted in the Ad Server.

Ad Viewport has a viewport width of 100%, and a viewport height of 70%.
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