INTERSCROLLER

Extend your messaging on B/R at scale with a full-bleed ad experience that's revealed in-stream as the user scrolls through content. The Interscroller will enable you to increase your brand's visibility and engagement through its prominent, immersive, and captivating format.

SIZES

Homepage interscroller: 1600x460 (front panel) and 2560x1440 (Back panel)
Everywhere / buzz interscroller: 970x460 (Front panel) and 1024x1024 (Back panel)
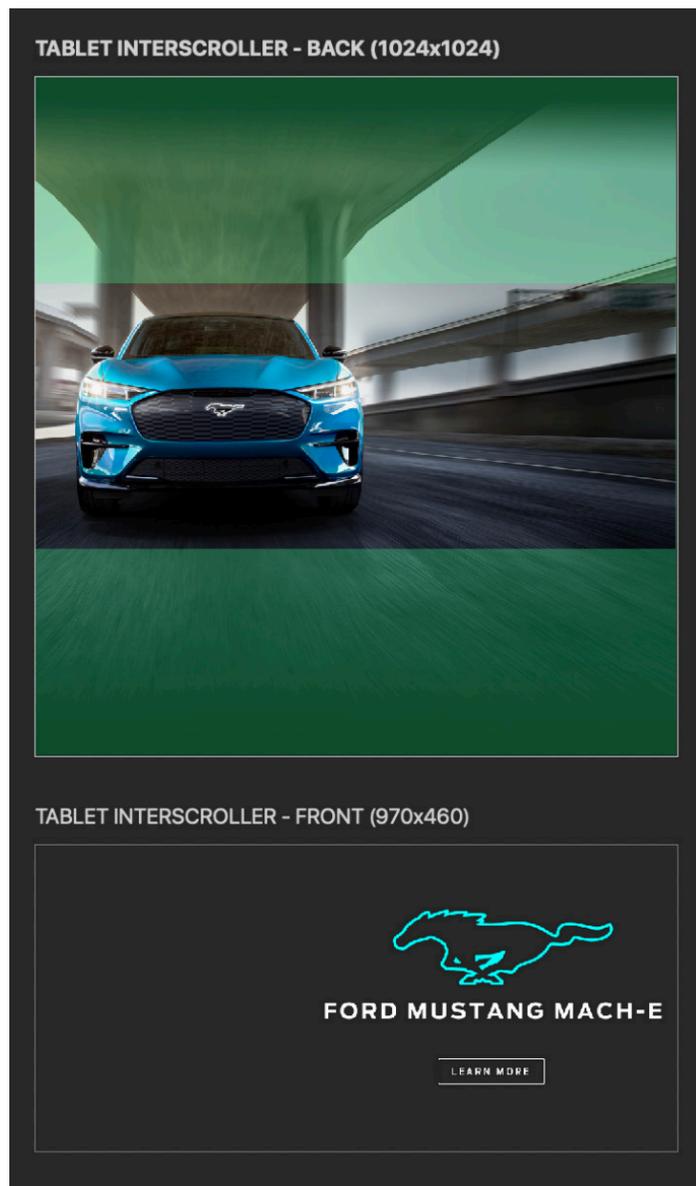
BEST USE CASES

Retail — CHINATOWN MARKET
Auto — FORD
Entertainment — NFL NETWORK

INTERSCROLLER TEMPLATE

The interscroller template includes **BOTH** the front and back panel, as they are to be designed seperately. Anything you put on the back panel will be static, and anything you put on the front panel will move over top of the back panel.

TABLET INTERSCROLLER - BACK (1024x1024)

A properly built interscroller template has a full bleed back panel that keeps the focus of the background image within the viewport. The space within the green guides is where the two panels will meet in the middle, so this is where you want to focus your creative. The front panel has a transparent background where your copy or video will live.

TABLET INTERSCROLLER - FRONT (970x460)

FORD MUSTANG MACH-E

LEARN MORE