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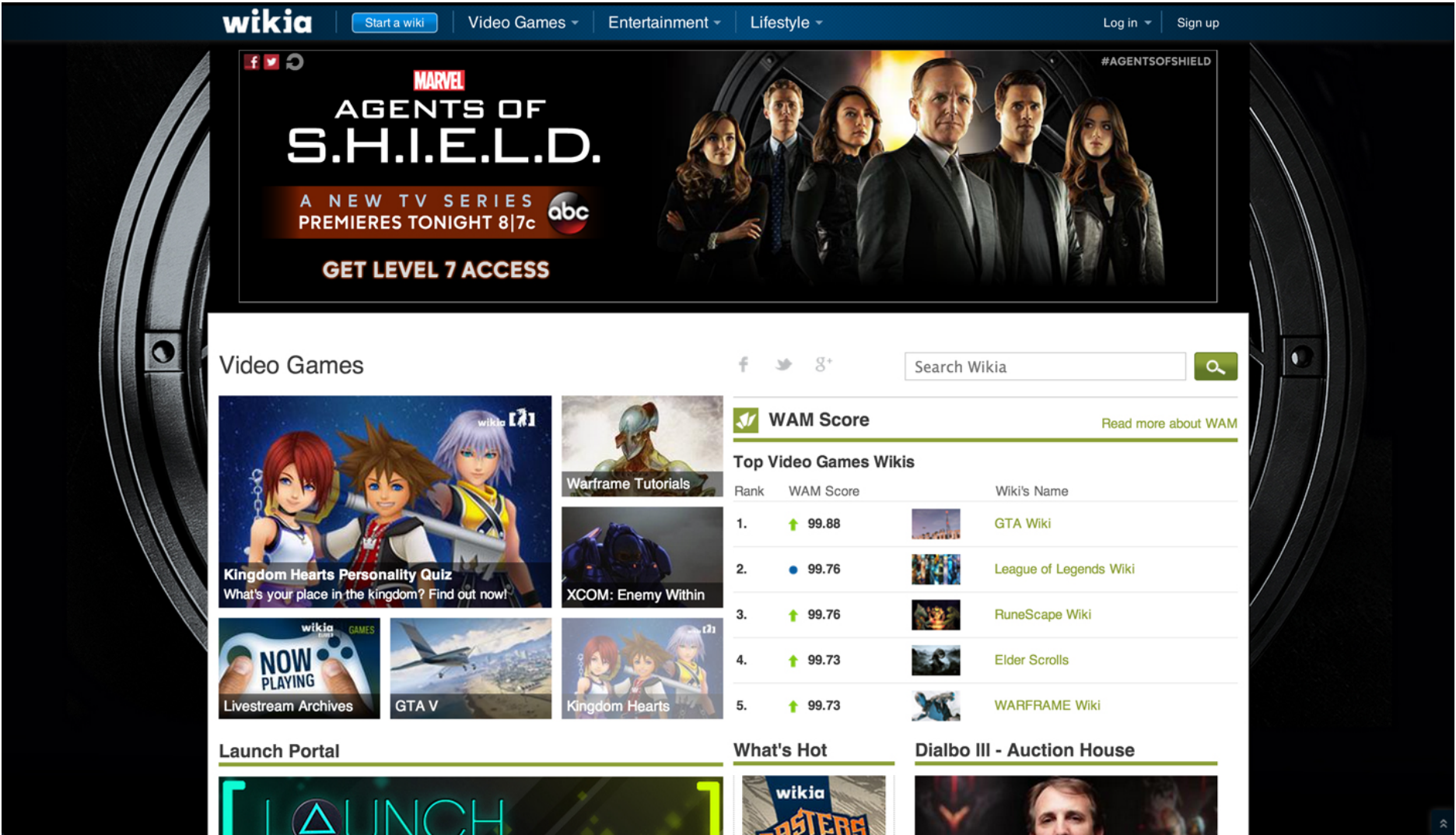
FLUID AD SKINS SPEC

OVERVIEW

Skins play an integral role as a bridge
between unique fan community culture
and your brand. As such, following is a
guide to creative best practices for skin
messaging on Wikia. These guidelines
take into consideration both the inter-
ests of our fans & brands to create a
mutually beneficial environment and to
ensure successful alignment of our
campaign messaging

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FLUID WIDTH SKINS

As of September 2013, Wikia uses fluid width skins.
Fluid layout requires a unique approach to design. The following pages will aid in redesigning skins for optimized viewing.

What is fluid development & responsive design?
This increasingly prevalent approach to Web design and development is a progressive enhancement that optimizes viewing experience and emphasizes content accessibility for Wikia's communities. This includes easier navigation, minimized scrolling and resizing across a range of devices, from mobile phones to desktop monitors. Users benefit from better access to content and functionality of the web pages they navigate.

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DIMENSIONS & FILE SIZE

Ad skins should be designed to 1700x800. Final maximum file size shouldn't exceed 150KB.
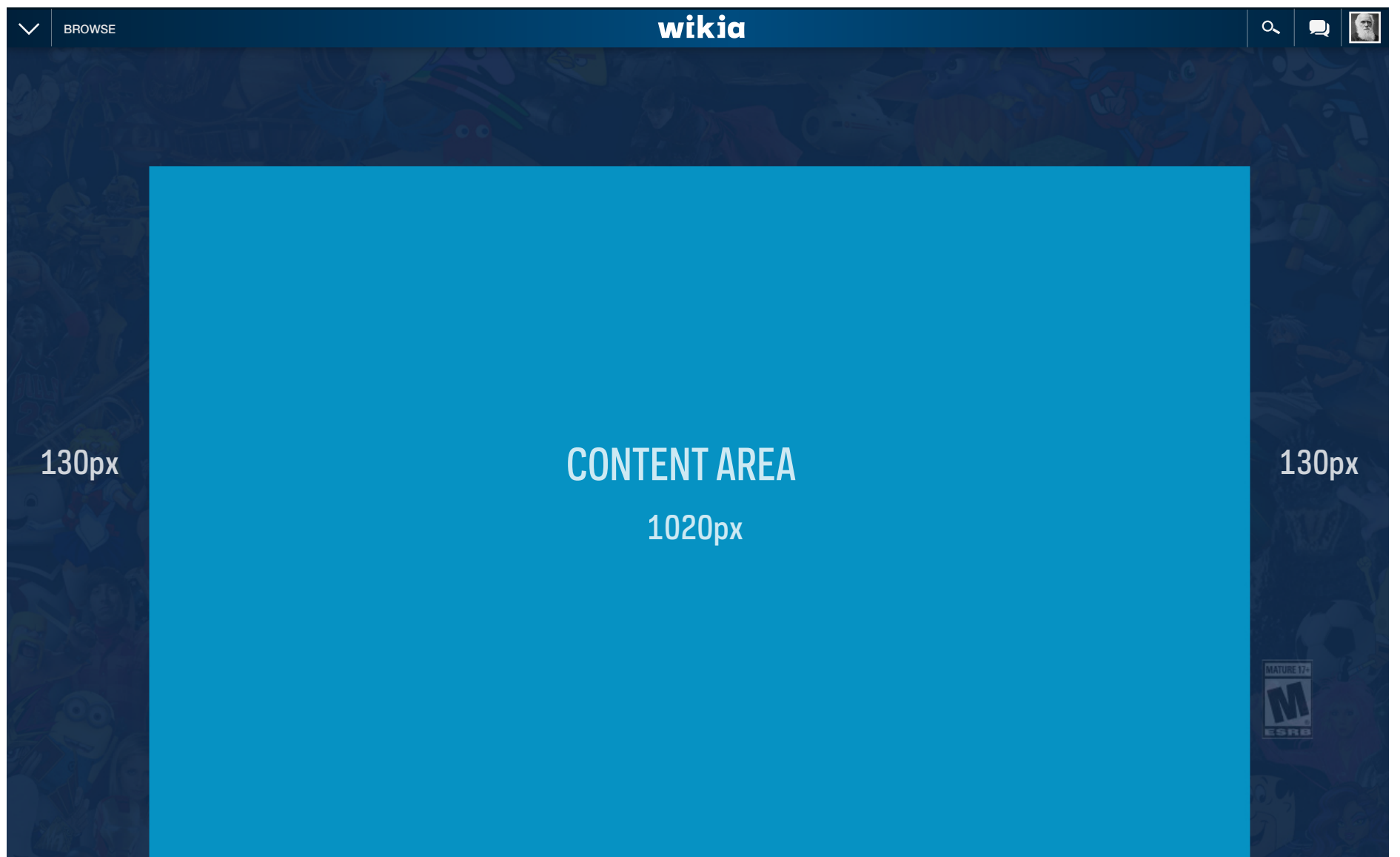

1700x800
max. file size is 150kB

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BROWSER WIDTH 1280px

There is a guaranteed gutter of 130px on browsers 1280px wide. This applies to most of 13' monitors.

BROWSE

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130px
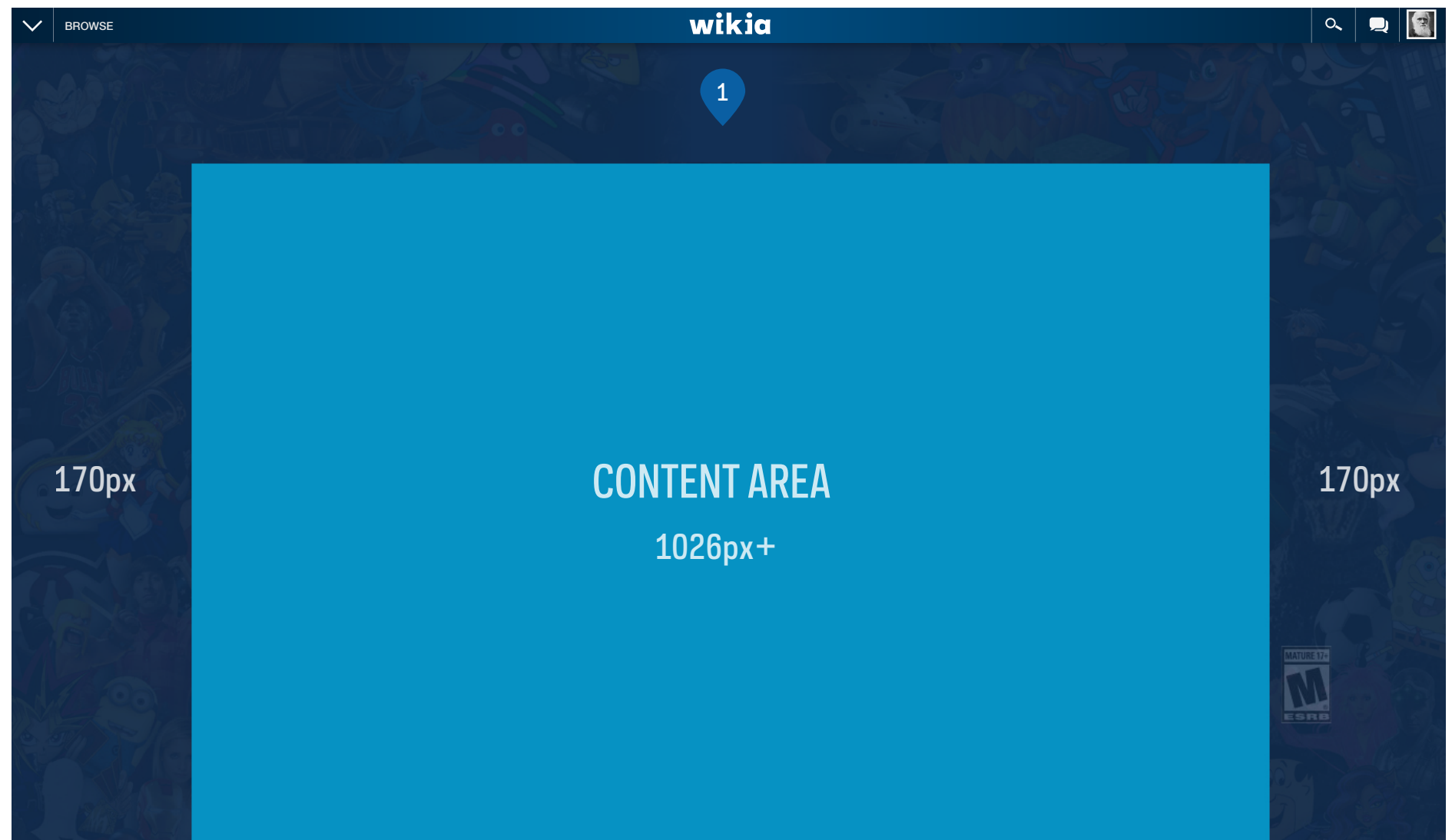
CONTENT AREA

1020px

130px

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BROWSER WIDTH
1366px+

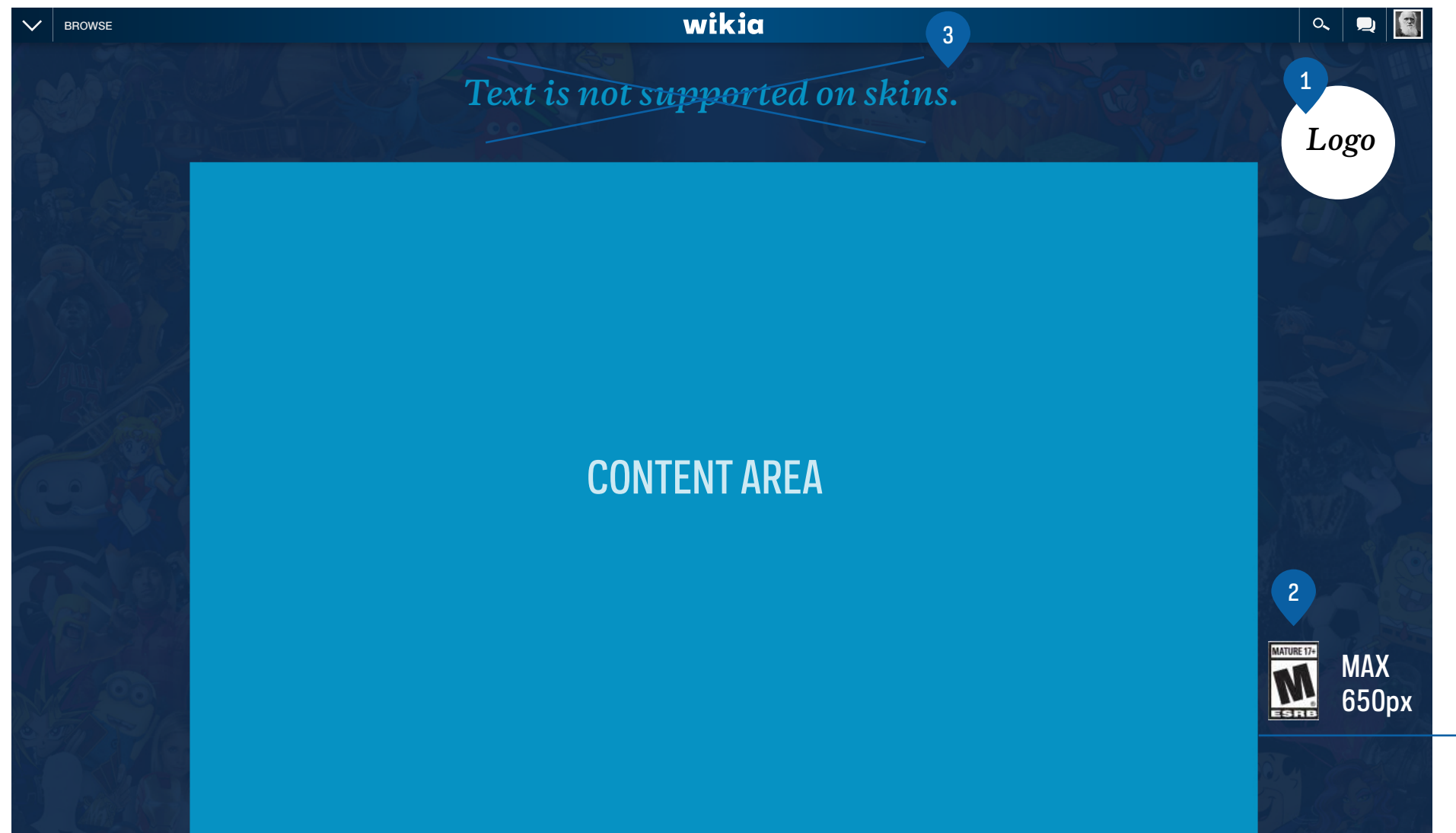There is a guaranteed gutter of 170px on browsers 1366px+.

Content area is responsive with a maximum of 1600px fixed width.

1 Once browser width reaches 1366px, we automatically split ad skin to two parts attached to sides of the content area. An additional **gradient layer** is being created based on a custom body background color.
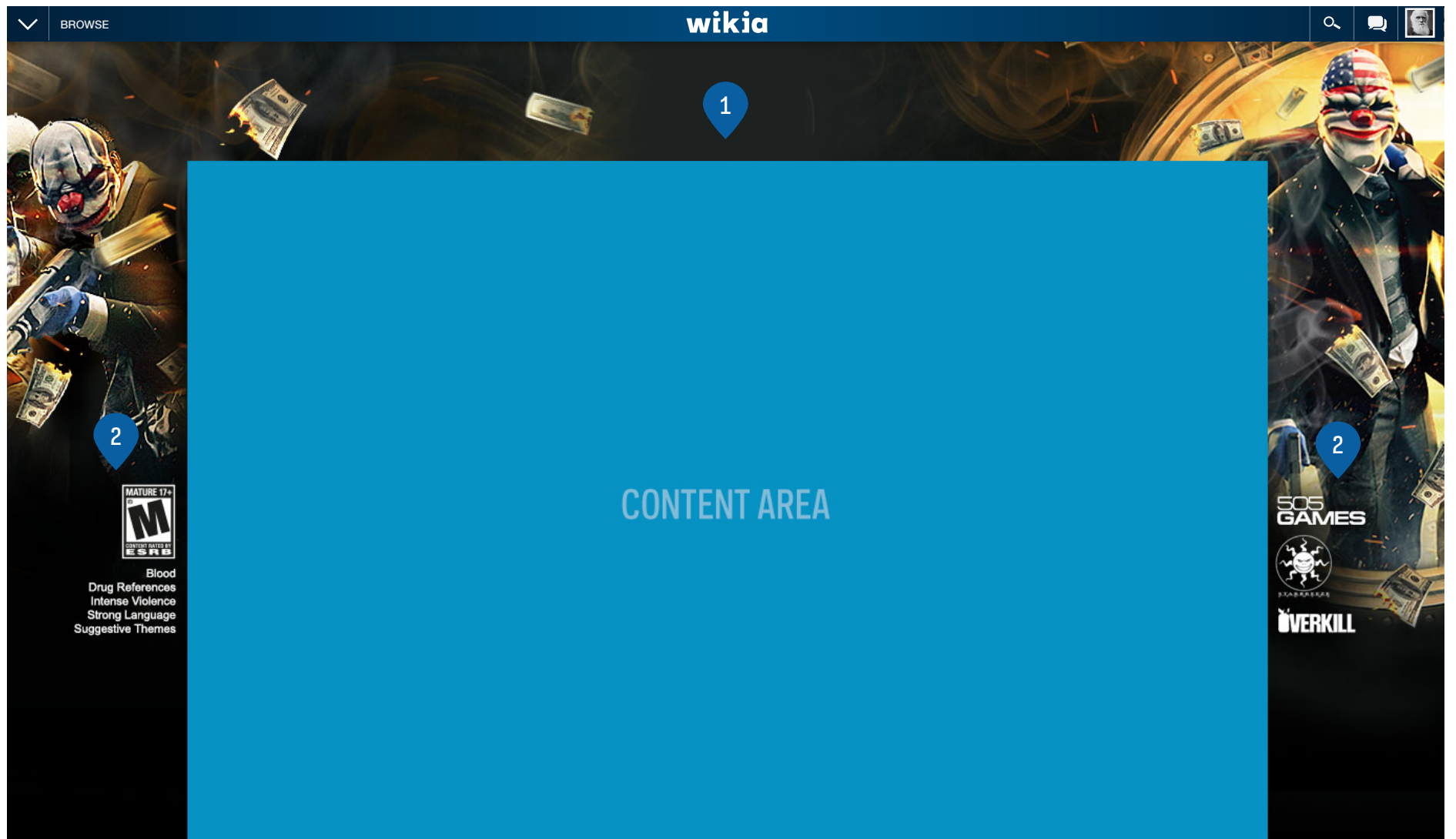
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LOGO, ESRB & TEXT

1 **LOGO**
Logo needs to be placed on one of the sides of a skin, within a 130px gutter.

2 **ESRB**
ESRB must be placed no lower than 650px from the top of a skin, within a 130px gutter. Both sides are acceptable.

3 **TEXT**
Text is not supported on skins with the exception exposing logos and ESRB treatments on the skin creative. It's possible running the same ad creative in all three positions on the page will dilute the effectiveness of any one piece of creative, and create unnecessary redundancie.

Text is not supported on skins.

CONTENT AREA

Logo

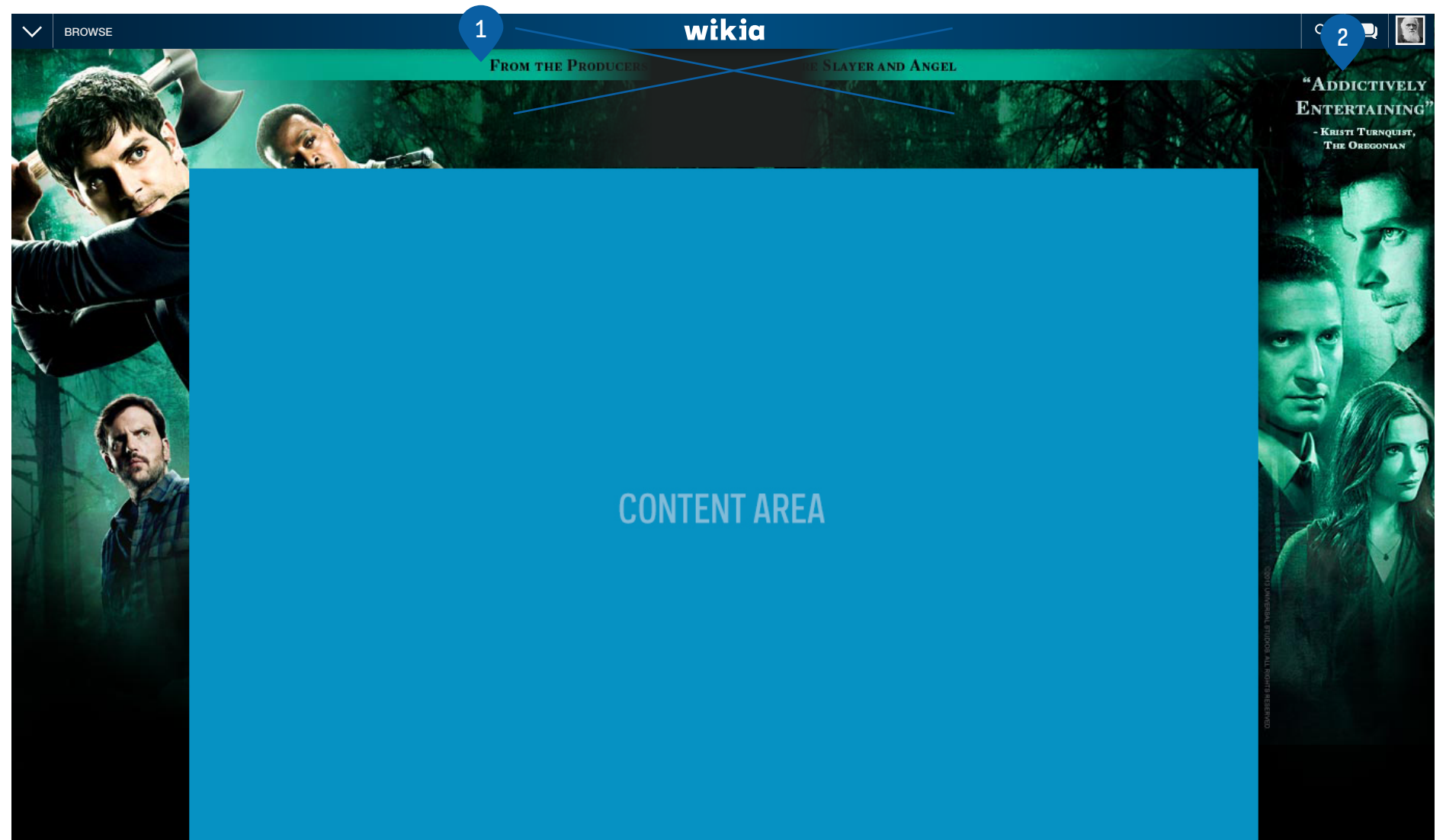MAX 650px

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DESIGN CONSIDERATIONS

GOOD IDEA:

1 Create a gradient layer within the top part of a skin. This will ensure a better transition to an automatically generated gradient on bigger browser resolutions. Color should be the same as a color of a gradient on edges of a skin.

2 Make sure that necessary information fits in 170px wide guaranteed area.

FLUID AD SKINS SPEC

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DESIGN CONSIDERATIONS

BAD IDEA:

1 As a preventative measure, do not include text in the top middle part of the skin. This text may be masked by an automatically generated gradient layer we serve to accomodate wider browser resolutions.

2 Again, make sure that necessary information fits in 170px wide guaranteed area. (side is optional)

CONTENT AREA

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FAQ

1. How to design my ad skin for maximum impact?
Skins are most effective when enacted with in-content advertising. Each creative unit should be designed to be distinct yet complementary when served in unison. Skin creative should coordinate with Leaderboard and Medium Rectangle creative.

2. Can I include video?
Skins cannot incorporate video or flash. Interactive components (such as toggle skins) are acceptable as long as the action button itself & "trigger" function reside in a separate inline unit, not within the skin itself.

3. Can skins click offsite to multiple locations?
All skins, including simultaneous occurrences of skin treatments with different designs (i.e. toggle skins) are clickable through to one location only.

4. How will Wikia's fluid widths impact my campaign's ad skins?
Generally, this enhancement will lead to Wikia users spending more time on our sites. As a result, they will also see more of your campaign messaging.

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FAQ

5. What do fluid width skins do?
- Fluid skins work to ensure the majority of users see exactly the same content, no matter their screen width.
- There is a guaranteed gutter of 130px on browsers 1280 wide There is also a guarantee of170px on browsers 1366px.
- The percentage of Wikia's users with screens big enough to see skins is over 80% of our overall user base.

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