

EVOLVE / MEDIA

3D Cube Overlay

SPEC SHEET / V02.01.0416



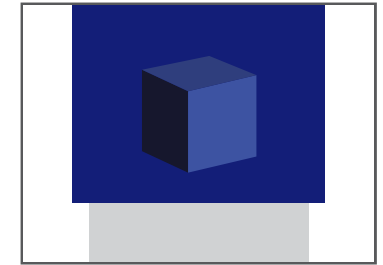
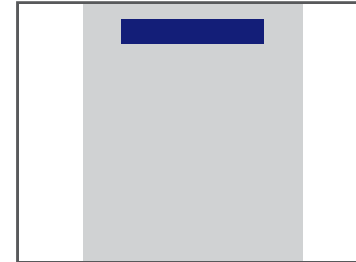
DESKTOP / TABLET

OVERVIEW: DESKTOP / TABLET

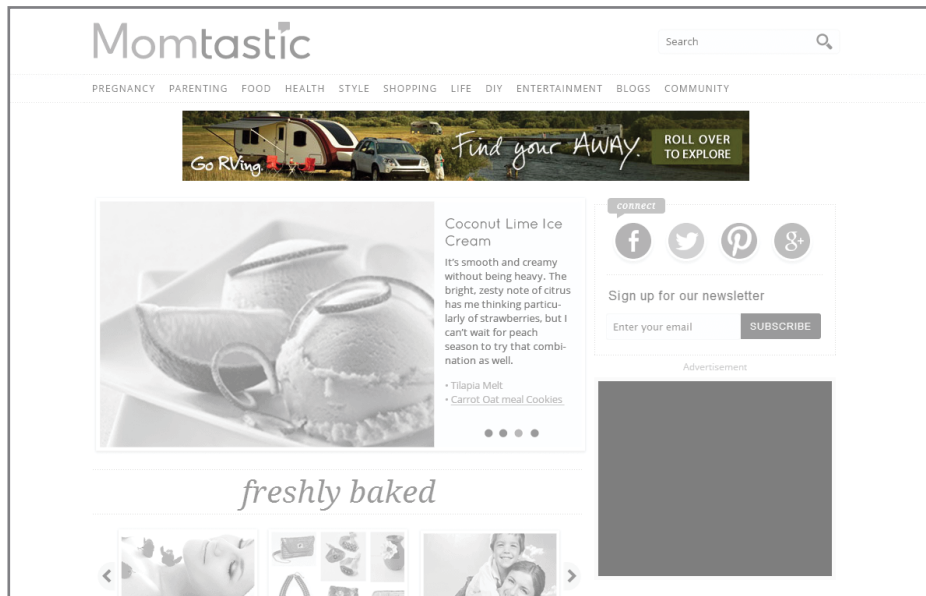
3D Cube is an ad unit that initiates over the page from an ad banner. The expansion features a spinning cube that users can spin to view all six sides. Each side of the cube can feature video or static image with click-through.

 [VIEW DEMO](#)

 [DOWNLOAD TEMPLATE](#)



IN CONTEXT



COLLAPSED UNIT



EXPANDED UNIT

DETAILS & REQUIREMENTS: DESKTOP / TABLET

UNIT DIMENSIONS

COLLAPSED UNIT

- 728x90

EXPANDED UNIT

- 1000x650

CUBE

- Each side of the cube is 300x300

UNIT FILE SIZE

- 50 kB initial load
- 50 kB subsequent load
- 12 MB max payload

ASSETS REQUIRED

HIGH-RES LAYERED SOURCE FILES

- Photoshop / Illustrator

FONTS

- TTF or OTF format

VIDEO SPECS

- Video size: 550x315.
- Video player cannot change position or size
- 15 second video preferred, 30 seconds max

CREATIVE BRIEF / GUIDELINES

- Copy / Selling Points
- Release Messaging with Schedule
- Calls to Action
- Click-through URL(s)
- Legal / Rating Requirements

ADDITIONAL DETAILS

- Expansion is user-initiated (rollover or click)
- Close button is not customizable.
- Each side of cube can support one video or one click-through
- Clicking a side of the cube will stop it from spinning. A button outside of the cube will re-initiate spinning.
- Expanded canvas may support one click-out.

ALREADY-APPROVED CREATIVES

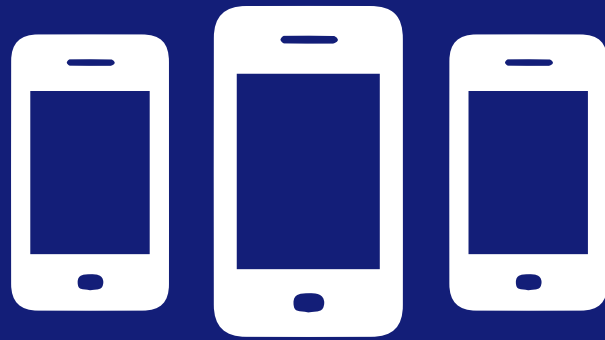
- Ad Units, Posters, etc.
- Key Art
- Product Image / Pack Shot
- Logos
- Photos / Stills

REPORTING METRICS

- Impressions
- Click-through
- Engagement Rate
- Interaction Rate
- Click-through Rate
- Video Completion Rate

VIDEO

- 16:9 (widescreen) format, preferred
- 15-30 seconds
- 1080p resolution, preferred
- Video Codec: H.264



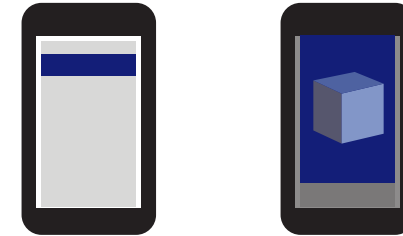
MOBILE

OVERVIEW: MOBILE

3D Cube is an ad unit that initiates over the page from an ad banner. The expansion features a spinning cube that users can spin to view all six sides. Each side of the cube can feature video or static image with click-through.

 [VIEW DEMO](#)

 [DOWNLOAD TEMPLATE](#)



IN CONTEXT



VIEW ON MOBILE



COLLAPSED UNIT



EXPANDED UNIT

DETAILS & REQUIREMENTS: MOBILE

UNIT DIMENSIONS

COLLAPSED UNIT

- 320x50 (display size)
- 640x100 (actual size)*

EXPANDED UNIT

- 320x120 (display size)
- 640x240 (actual size)*

CUBE

- Each side of the cube is 300x300

UNIT FILE SIZE

- 50 kB initial load
- 50 kB subsequent load
- 12 MB max payload

* Mobile Units are designed at double dimensions for HD-viewing on mobile devices.

ASSETS REQUIRED

HIGH-RES LAYERED SOURCE FILES

- Photoshop / Illustrator

FONTS

- TTF or OTF format

VIDEO SPECS

FILE SIZE

- 1 MB Video

PLAY LENGTH

- 15 seconds, preferred
- 30 seconds max.

ADDITIONAL DETAILS

- Video plays in phone's native video player
- User-initiated video auto-plays sound

REPORTING METRICS

- Impressions
- Closes
- Video plays
- Click-through
- Click-through rate

CREATIVE BRIEF / GUIDELINES

- Copy / Selling Points
- Release Messaging with Schedule
- Calls to Action
- Click-through URL(s)
- Legal / Rating Requirements

ALREADY-APPROVED CREATIVES

- Ad Units, Posters, etc.
- Key Art
- Product Image / Pack Shot
- Logos
- Photos / Stills

VIDEO

- 16:9 (widescreen) format, preferred
- 15-30 seconds
- 1080p resolution, preferred
- Video Codec: H.264