

EVOLVE / MEDIA

Billboard Plus

SPEC SHEET / V07.01.0820



DESKTOP / TABLET

OVERVIEW: DESKTOP / TABLET

Billboard Plus is a 970x250 unit that appears pre-expanded on the page. Pre-Expanded state can feature video. User can collapse unit to a 970x66.



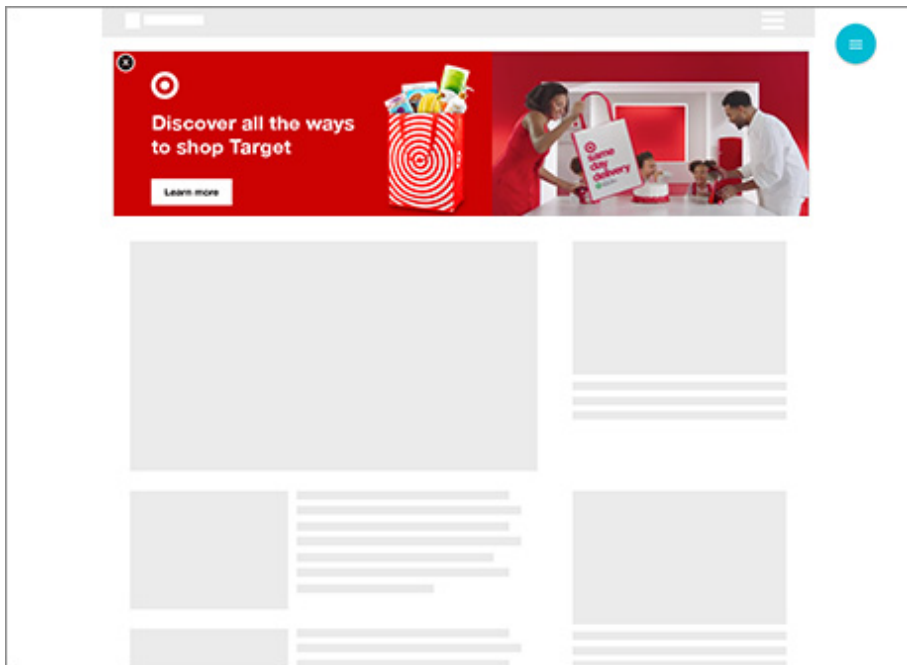
VIEW DEMO



DOWNLOAD TEMPLATE

IN CONTEXT

PRE-EXPANDED UNIT



COLLAPSED UNIT



DETAILS & REQUIREMENTS: DESKTOP / TABLET

UNIT DIMENSIONS

PRE-EXPANDED UNIT

- 970x250

COLLAPSED UNIT

- 970x66

VIDEO SPECS

PLAYER DIMENSIONS

- 446x250

ADDITIONAL NOTES

- Video auto-plays with user-initiated sound on desktop. Video is tap-to-play on tablet.
- Multi-video player option available for up to three total videos.

ADDITIONAL DETAILS

- Unit starts expanded.
- Collapsed Unit is user-initiated.
- Re-expansion is user-initiated (click only).
- Unit supports no animation.

REPORTING METRICS

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

ASSETS REQUIRED

LAYERED SOURCE FILES

- Photoshop / Illustrator

FONTS

- TTF or OTF format

CREATIVE BRIEF

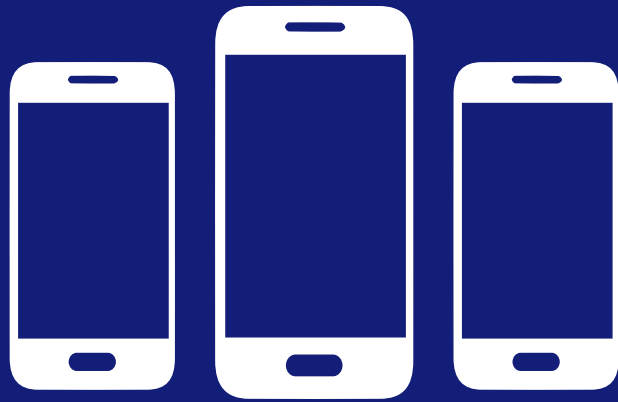
- Copy / Selling Points
- Release Messaging with Schedule
- Calls to Action
- Click-through URL(s)
- Legal / Rating Requirements

ALREADY-APPROVED CREATIVES

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

VIDEO

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



MOBILE

OVERVIEW: MOBILE

Billboard Plus Mobile is a 320x100unit that appears pre-expanded on the page. Pre-Expanded state can feature video that will play in device's native browser. User can collapse unit to a 320x50.



VIEW DEMO



DOWNLOAD TEMPLATE

IN CONTEXT

PRE-EXPANDED STATE



COLLAPSED STATE



DETAILS & REQUIREMENTS: MOBILE

UNIT DIMENSIONS

PRE-EXPANDED UNIT

- 320x100 (display size)
- 640x200 (actual size)*

COLLAPSED UNIT

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

UNIT FILE SIZE

- 1 MB initial load
- 6 MB max payload

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

VIDEO SPECS

VIDEO LENGTH

- 30 seconds, max

ADDITIONAL DETAILS

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

REPORTING METRICS

- Impressions
- Video-Plays
- Click-through Rate

ASSETS REQUIRED

LAYERED SOURCE FILES

- Photoshop / Illustrator

FONTS

- TTF or OTF format

CREATIVE BRIEF

- 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
- 1080p resolution, preferred
- Video Codec: H.264