

**EVOLVE / MEDIA**

**Branded Canvas**

SPEC SHEET / V04.01.0418



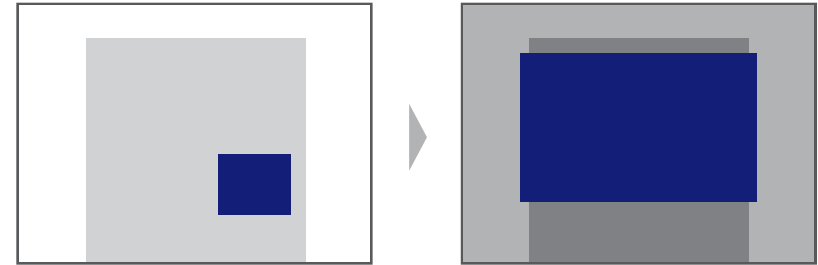
DESKTOP / TABLET

# OVERVIEW

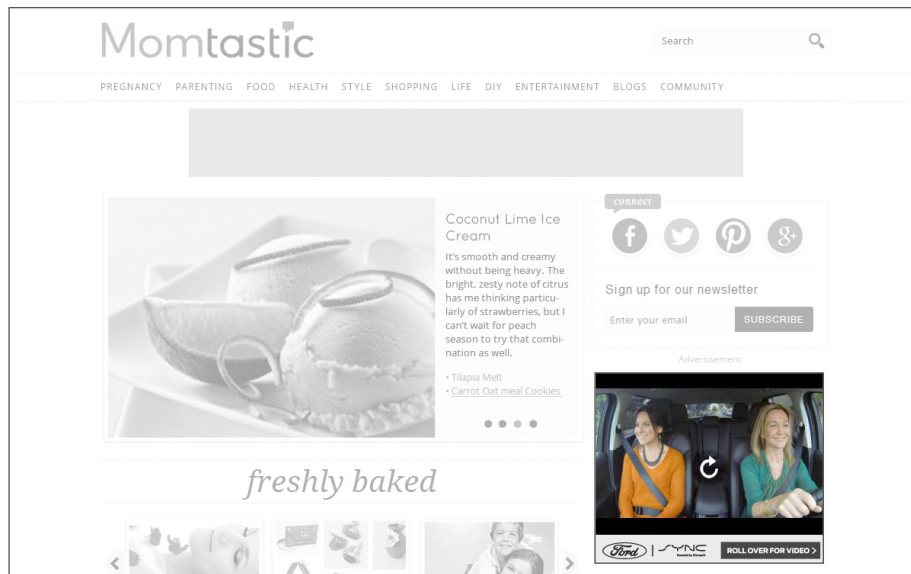
**Branded Canvas** is a static rich media ad unit that spawns from a 300x250. The 300x250 plays a 15-second teaser video with no sound. Expansion features a video player.

 [VIEW DEMO](#)

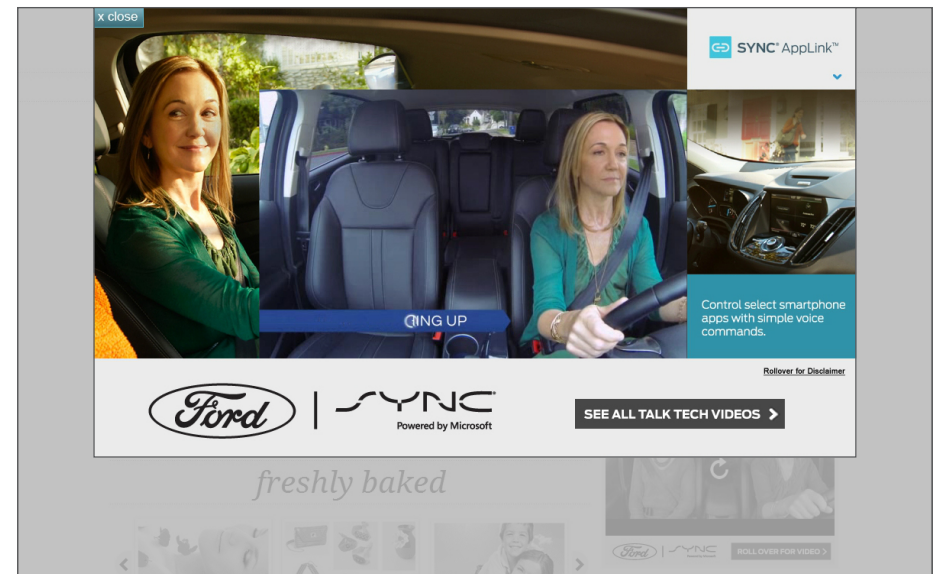
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# IN CONTEXT



**COLLAPSED UNIT**



**EXPANDED UNIT**

# DETAILS & REQUIREMENTS

## UNIT DIMENSIONS

### COLLAPSED UNIT

- 300x250

### EXPANDED UNIT

- 1000x650

## VIDEO SPECS

### COLLAPSED UNIT

- 300x250
- Video teaser auto-plays first 15 seconds
- Sound not allowed
- Video Player controls not allowed

### EXPANDED UNIT

- Video size: 640x360, recommended
- 30-second video, preferred
- Can support up to 3 videos

## ADDITIONAL DETAILS

- Expansion is rollover
- 0.3 second rollover delay required for expansion
- Close Button required on Expanded Unit
- Animation is not supported for either Collapsed or Expanded Unit

## REPORTING METRICS

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

## ASSETS REQUIRED

### HIGH-RES LAYERED SOURCE FILES

- Photoshop / Illustrator
- After Effects

### FONTS

- TTF or OTF format

### CREATIVE BRIEF / GUIDELINES

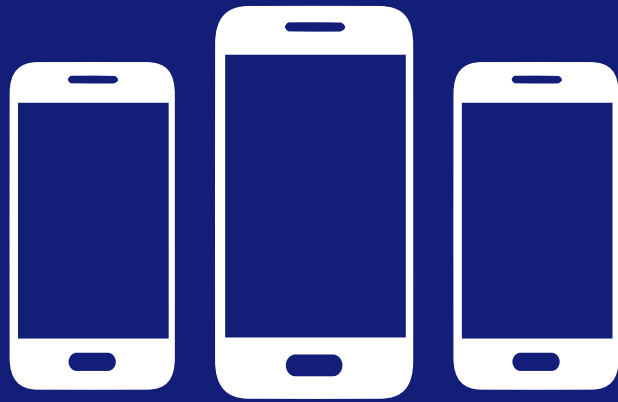
- Copy / Selling Points
- Release Messaging with Schedule
- Calls to Action
- Click-through URL(s)
- Legal / Rating Requirements

### 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



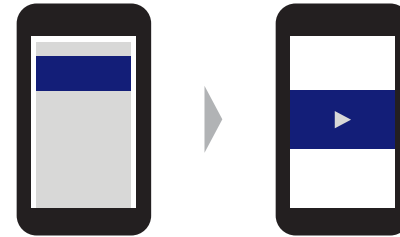
MOBILE

## OVERVIEW: MOBILE

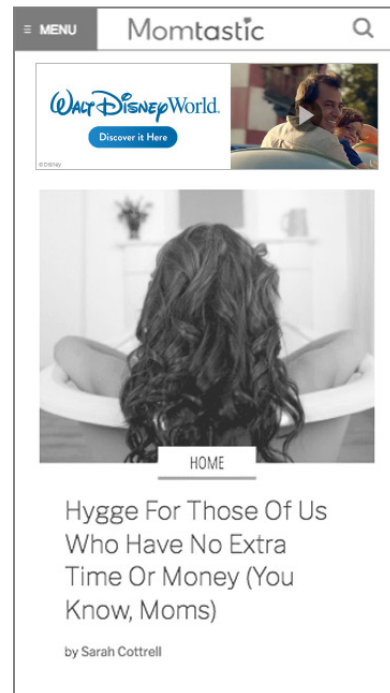
**Mobile Branded Canvas** is a 320x100\* mobile banner that spawns video (if supplied) in phone's native video player. Without video, the collapsed unit will simply contain click-through.

 [VIEW DEMO](#)

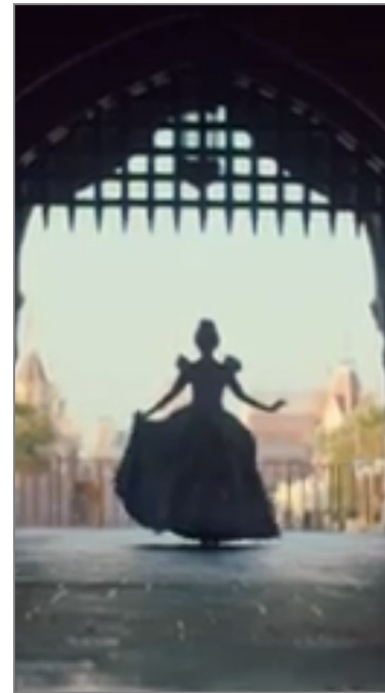
 [DOWNLOAD TEMPLATE](#)



## IN CONTEXT



**COLLAPSED STATE**



**EXPANDED STATE**

## DETAILS & REQUIREMENTS: MOBILE

### UNIT DIMENSIONS

#### COLLAPSED UNIT

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

#### EXPANDED UNIT

- N/A

### UNIT FILE SIZE

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

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

### ASSETS REQUIRED

#### HIGH-RES LAYERED SOURCE FILES

- Photoshop / Illustrator
- After Effects

#### FONTS

- TTF or OTF format

### VIDEO SPECS

#### FILE SIZE

- 1 MB Video

#### PLAY LENGTH

- 15-30 seconds

### ADDITIONAL DETAILS

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

### REPORTING METRICS

- Impressions
- 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