

EVOLVE

MEDIA

Captivate

SPEC SHEET / V01.01.1023



RESPONSIVE

OVERVIEW: RESPONSIVE

The Captivate is our newest full video high-impact ad unit that teases then engages the audience to view a full-length video in a fully branded environment Pre Expanded state 1920x550 px branded with video. As soon as the user lands on the site they are captivated by this epic unit!



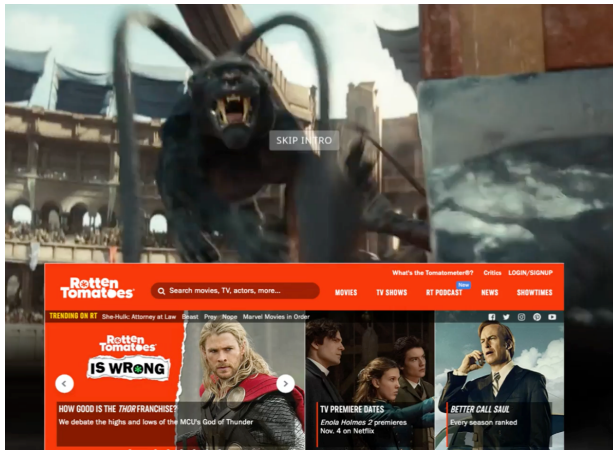
VIEW DEMO



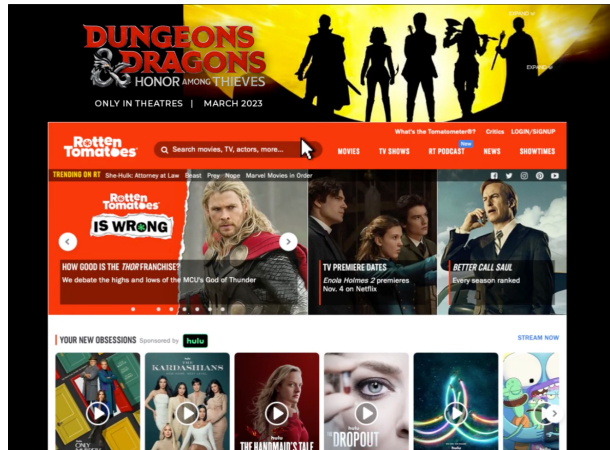
DOWNLOAD TEMPLATE

IN CONTEXT

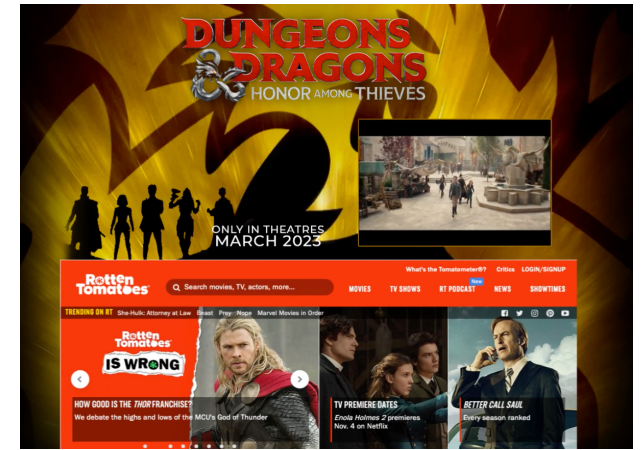
6 SEC TEASER VIDEO



PRE EXPANDED



EXPANDED STATE



DETAILS & REQUIREMENTS: RESPONSIVE

UNIT DIMENSIONS

PRE EXPANDED UNIT

- 1920x550
- mobile 375x78px (size based on the width of the screen at 100%)

PRE EXPANDED UNIT

- 1920x131

ASPECT RATIO

- 43x9

ASSETS REQUIRED

LAYERED SOURCE FILES

- Video MP4/MOV
- Photoshop / Illustrator

FONTS

- TTF or OTF format

VIDEO SPECS

TEASER VIDEO

- 1920x1080
- 6-15 seconds, recommended
- Auto-plays without sound
- Video controls are not available

FEATURED VIDEO

- Responsive unit - full video
- 6 second Teaser , 15-30 sec, Trailer recommended

CREATIVE BRIEF

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

ALREADY-APPROVED

ADDITIONAL DETAILS

- Initial state is the Expanded Unit / Fully responsive.

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 METRICS

- Start
- Pause
- Finish
- Quartiles
- Mute
- Unmute
- Fullscreen

VIDEO

- 16:9 (widescreen) format, preferred
- 15-30 seconds trailer
- 6 seconds teaser
- 1920p resolution, preferred
- Video Codec: H.264