

# EVOLVE

MEDIA

## **Captivate**

SPEC SHEET / V01.16.0823



DESKTOP / TABLET

## OVERVIEW: DESKTOP / TABLET

**Captivate** is a takeover unit that auto-plays a 6-second Teaser Video. The Teaser Video ends with a Final Resolve that can have branding and Featured Video. Final Resolve can be Collapsed by user to a static 970x250 unit, the creative elements can also take the reskin area, making this, an immersive experience for the user.



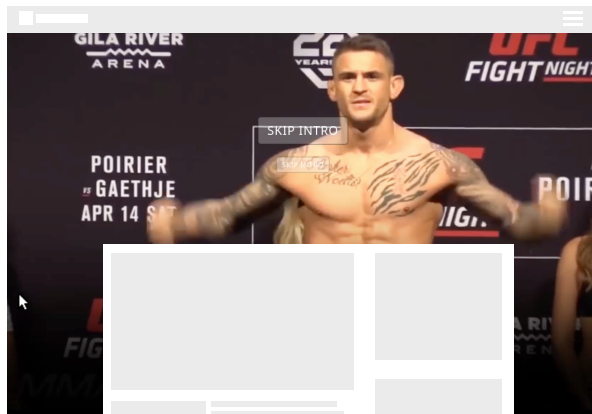
VIEW DEMO



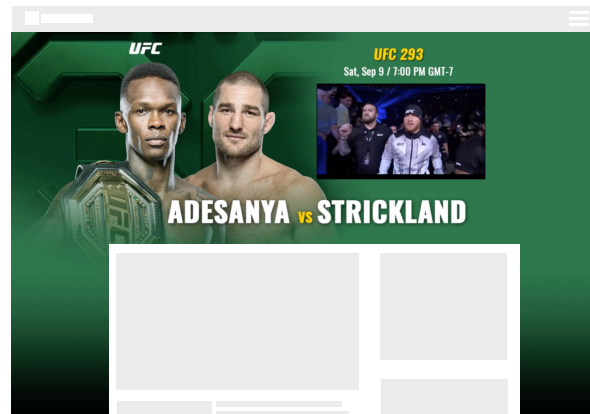
DOWNLOAD TEMPLATE

## IN CONTEXT

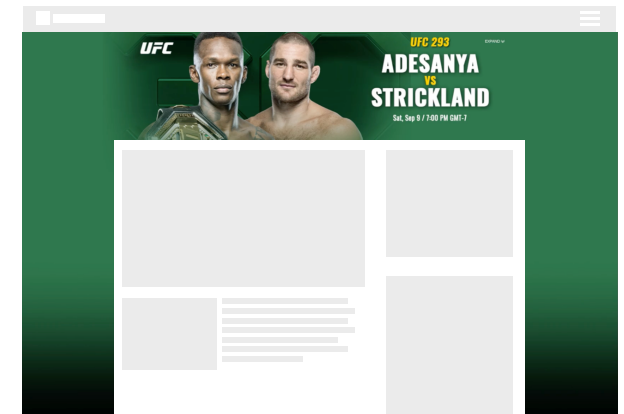
### TEASER VIDEO



### FINAL RESOLVE



### COLLAPSED UNIT



## DETAILS & REQUIREMENTS: DESKTOP / TABLET

### UNIT DIMENSIONS

#### EXPANDED UNIT

- 970x550 (safe area)
- Video Reskin fullscreen  
1920x1080px

#### COLLAPSED UNIT

- Endscreen  
Top area 250px height  
970x250 (safe area)  
1920x1080px (reskin area)

### VIDEO SPECS

#### TEASER VIDEO

- 1920x1080
- 6 seconds max
- Auto-plays without sound
- Video controls are not available

#### FEATURED VIDEO

- 1080p resolution  
HD video 1920x1080px
- 15 - 30 seconds, recommended
- Auto-plays without sound
- Video controls not customizable

### ADDITIONAL DETAILS

- Initial state is the Expanded Unit
- Collapsed Unit is user-initiated. May include a button to re-spawn Expanded state.
- Featured Video plays on video player on Expanded.
- Auto-initiated video user-initiated sound

### REPORTING METRICS

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

### VIDEO METRICS

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

### 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
- 15-30 seconds
- 1080p resolution, preferred
- Video Codec: H.264





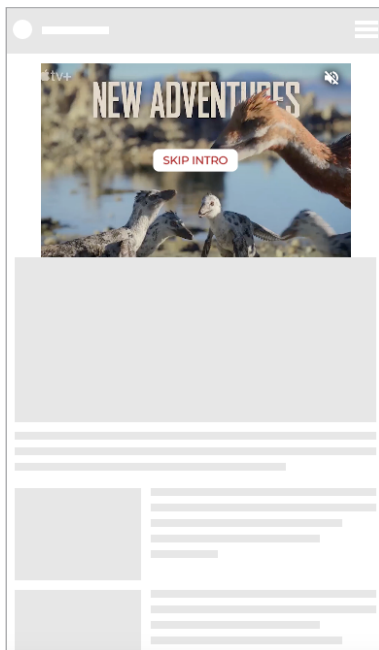
MOBILE

## OVERVIEW: MOBILE

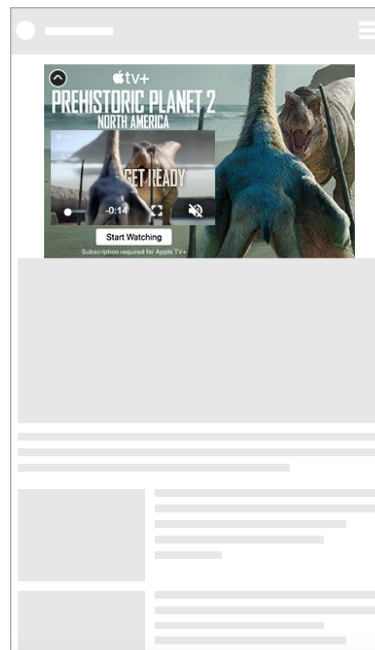
**Mobile Captivate** is a 320x200 unit that auto-plays a 6-second Teaser Video. The Teaser Video ends with a Final Resolve that can be branded and Featured Video. Final Resolve can be Collapsed by user to a static 320x100 unit.

## IN CONTEXT

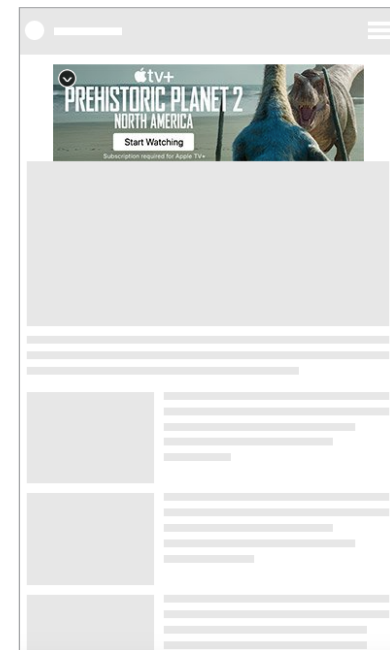
### TEASER VIDEO



### FINAL RESOLVE



### COLLAPSED UNIT



# DETAILS & REQUIREMENTS: MOBILE

## UNIT DIMENSIONS

### PRE-EXPANDED UNIT

- 320x200 (display size)
- 640x400 (actual size)\*

### COLLAPSED UNIT

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

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

## UNIT FILE SIZE

- 1 MB initial load
- 8 MB max payload

## ASSETS REQUIRED

### LAYERED SOURCE FILES

- Photoshop / Illustrator

### FONTS

- TTF or OTF format

## VIDEO SPECS

### TEASER VIDEO

- 320x200
- 6 seconds, max
- Auto-plays without sound
- Video controls not available

### FEATURED VIDEO

- 444x250
- 30 seconds, recommended

## ADDITIONAL DETAILS

- Featured Video plays full screen in device's native video player
- User-initiated video auto-plays sound

## 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 METRICS

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

## VIDEO

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

**EVOLVE**  
M E D I A

[evolvemediallc.com](http://evolvemediallc.com)