

**EVOLVE**  
MEDIA

**CINEMASCREEN**

SPEC SHEET / V06.01.1020



DESKTOP / TABLET



## OVERVIEW: DESKTOP / TABLET

**Cinemascreen** is a 970x250 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 970x66.



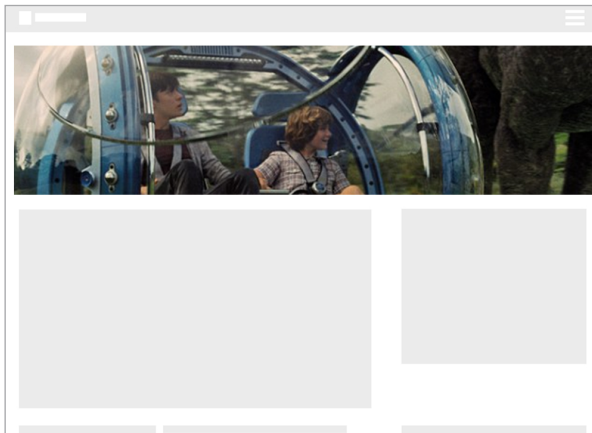
VIEW DEMO



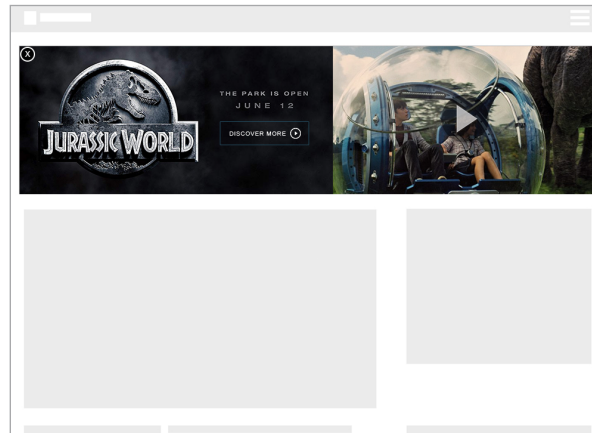
DOWNLOAD TEMPLATE

## IN CONTEXT

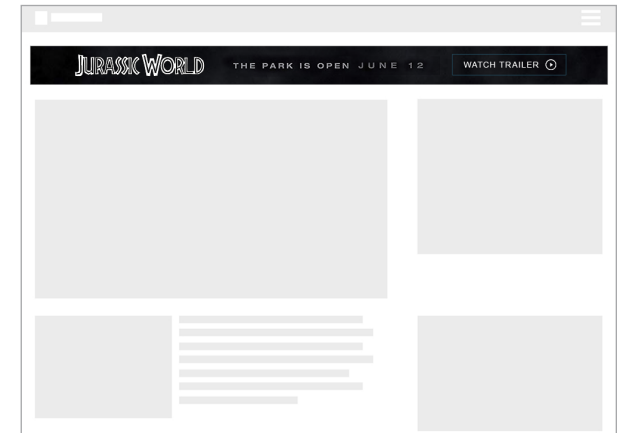
TEASER VIDEO



FINAL RESOLVE



COLLAPSED UNIT



## DETAILS & REQUIREMENTS: DESKTOP / TABLET

### UNIT DIMENSIONS

#### EXPANDED UNIT

- 970x250

#### COLLAPSED UNIT

- 970x66

### VIDEO SPECS

#### TEASER VIDEO

- 970x250
- 6-15 seconds, recommended
- Auto-plays without sound
- Video controls are not available

#### FEATURED VIDEO

- 444x250
- 15-30 seconds, recommended

### ADDITIONAL DETAILS

- Initial state is the Expanded Unit
- Collapsed Unit is user-initiated. May include a button to re-spawn Expanded Unit.

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



MOBILE



## OVERVIEW: MOBILE

**Mobile Cinemascreen** is a 320x100 banner that auto-plays a 6-second Teaser Video. The Teaser Video ends with Final Resolve that can have branding and Featured Video thumb which spawns video in device's native player. Final Resolve can be Collapsed by user to a static 320x50.



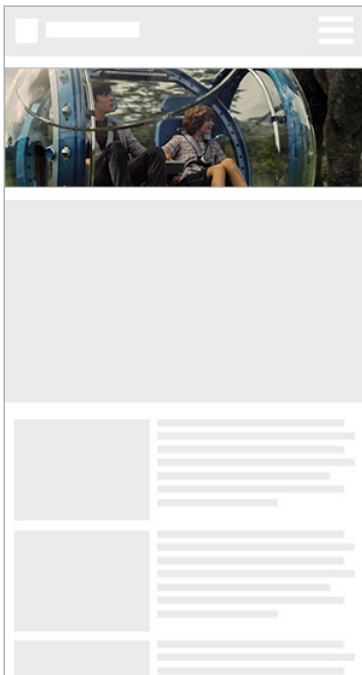
[VIEW DEMO](#)



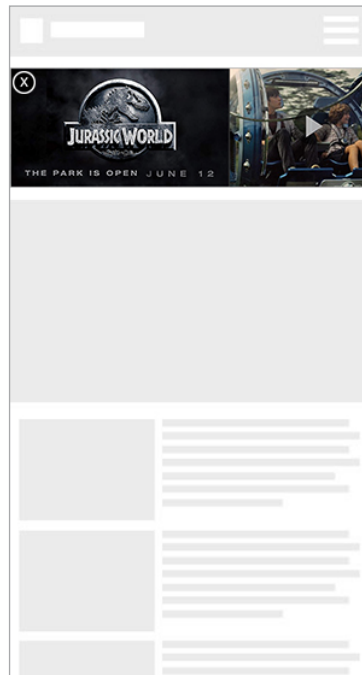
[DOWNLOAD TEMPLATE](#)

## IN CONTEXT

TEASER VIDEO



FINAL RESOLVE



COLLAPSED UNIT



## DETAILS & REQUIREMENTS: MOBILE

### UNIT DIMENSIONS

#### PRE-EXPANDED UNIT

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

#### COLLAPSED UNIT

- 320x50 (display size)
- 640x100 (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

- 320x100
- 6 seconds, max
- Auto-plays without sound
- Video controls not available

#### FEATURED VIDEO

- 444x250
- 30 seconds, recommended

#### CREATIVE BRIEF

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

### 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

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

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