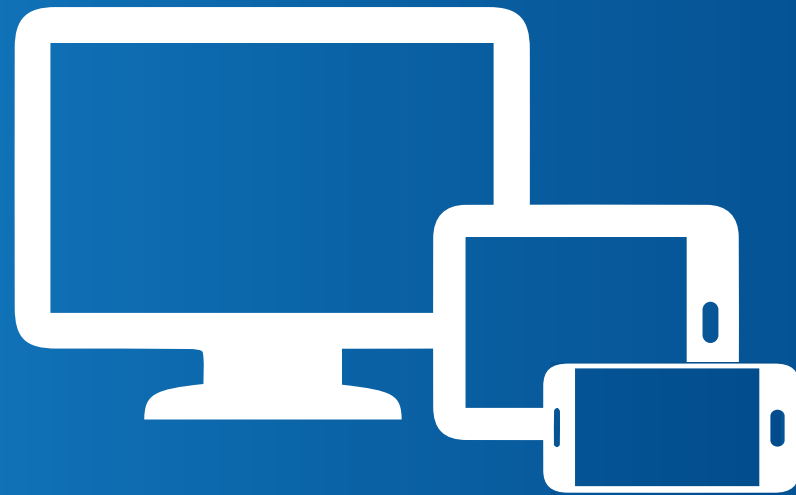


EVOLVE
M E D I A

INTERSCROLLER

SPEC SHEET / V02.01.1020



HORIZONTAL DISPLAY



OVERVIEW: HORIZONTAL

Interscroller is a responsive unit that comes into view as the user scrolls through the site content. Users can scroll up or down to hide the creative and continue viewing the website content.

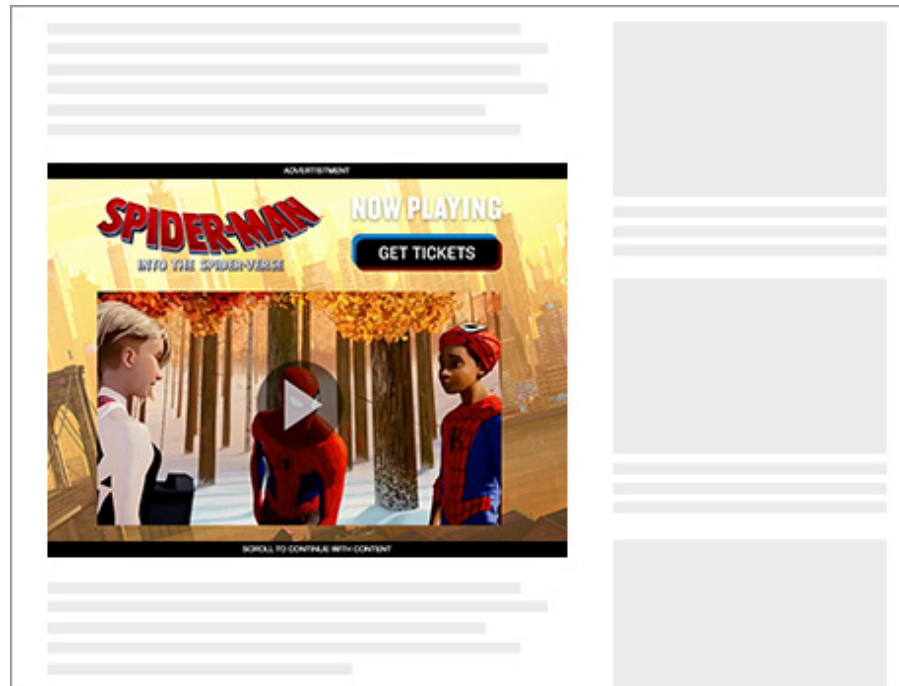


VIEW DEMO



DOWNLOAD TEMPLATE

IN CONTEXT



DETAILS & REQUIREMENTS: HORIZONTAL

UNIT DIMENSIONS

SAFETY ZONE

- 840x640

EXTENDED ZONE

- 1920x1080

VIDEO SPECS

PLAYER DIMENSIONS

May change size and position. Controls cannot be customized. Vertical video supported.

PLAY LENGTH

- 15-30 seconds

ADDITIONAL DETAILS

- **Safety Zone:** The only area where interactive elements may be placed. Extended Zone may NOT include click-outs, videos, etc.
- **Responsive:** Positioning and size of elements varies depending on device size.
- **“Master Background”** is a single image used for both Horizontal and Vertical displays.
- **Singular Creative:** Please keep in mind: the same elements used in the Vertical Layout should also be used in Horizontal Layout.

REPORTING METRICS

- Impressions
- Click-through
- 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
- 15-30 seconds
- 1080p resolution, preferred
- Video Codec: H.264



VERTICAL DISPLAY



OVERVIEW: VERTICAL

Interscroller is a responsive unit that comes into view as the user scrolls through the site content. Users can scroll up or down to hide the creative and continue viewing the website content.

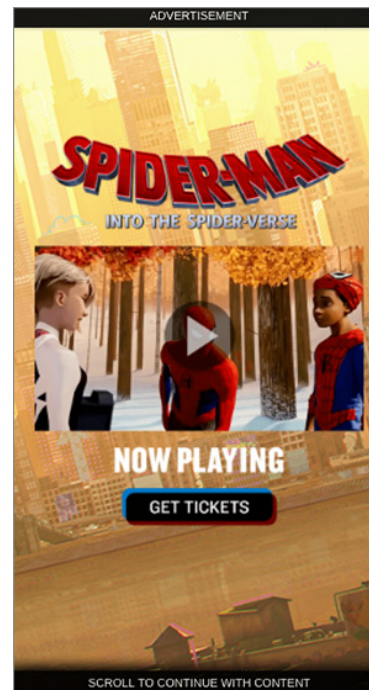


[VIEW DEMO](#)



[DOWNLOAD TEMPLATE](#)

IN CONTEXT



DETAILS & REQUIREMENTS: VERTICAL

UNIT DIMENSIONS

SAFETY ZONE

- 640x840

EXTENDED ZONE

- 1920x1080

VIDEO SPECS

PLAYER DIMENSIONS

May change size and position. Controls cannot be customized. Vertical video supported.

PLAY LENGTH

- 15-30 seconds

ADDITIONAL DETAILS

- **Safety Zone:** The only area where interactive elements may be placed. Extended Zone may NOT include click-outs, videos, etc.
- **Responsive:** Positioning and size of elements varies depending on device size.
- **“Master Background”** is a single image used for both Horizontal and Vertical displays.
- **Singular Creative:** Please keep in mind: the same elements used in the Vertical Layout should also be used in Horizontal Layout.

REPORTING METRICS

- Impressions
- Click-through
- 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
- 15-30 seconds
- 1080p resolution, preferred
- Video Codec: H.264

EVOLVE MEDIA

evolvemedia LLC.com