

**EVOLVE / MEDIA**

**Mobile Animated Banner**

SPEC SHEET / V04.01.0416

## OVERVIEW

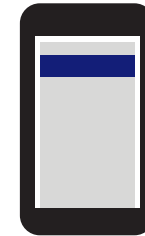
**Mobile Animated Banner** is a 320x50\* ad banner that serves in-line with site content. It features animation but does not support expansion.



VIEW DEMO



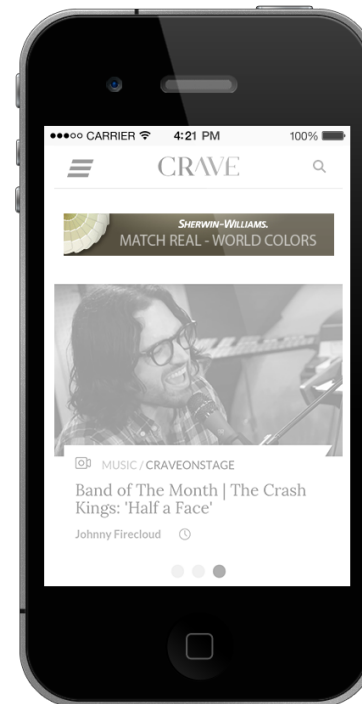
DOWNLOAD TEMPLATE



## IN CONTEXT



VIEW ON MOBILE



## DETAILS & REQUIREMENTS

### UNIT DIMENSIONS

#### BANNER

- 320x50 (display size)
- 640x100 (actual size)\*

### UNIT FILE SIZE

- 50 kB initial load
- 12 MB max payload

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

### ASSETS REQUIRED

#### HIGH-RES LAYERED SOURCE FILES

- Photoshop / Illustrator
- After Effects
- Animation files

#### FONTS

- TTF or OTF format

### VIDEO SPECS

- N/A

#### CREATIVE BRIEF / GUIDELINES

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

### ADDITIONAL DETAILS

- HTML5-based animation
- Does not support expansion

#### ALREADY-APPROVED CREATIVES

- Ad Units, Posters, etc.
- Key Art
- Product Image / Pack Shot
- Logos
- Photos / Stills

### REPORTING METRICS

- Impressions
- Click-through
- Click-through rate

#### VIDEO

- N/A