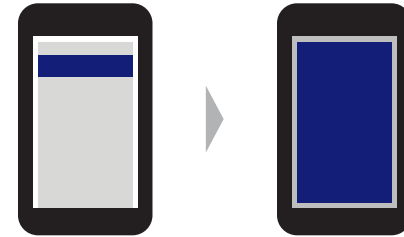# EVOLVE / MEDIA

Mobile Overlay

SPEC SHEET / V04.01.0416

Mobile Overlay spawns from a 320x50* mobile banner. Expansion is static and can support video that plays in phone's native video player.
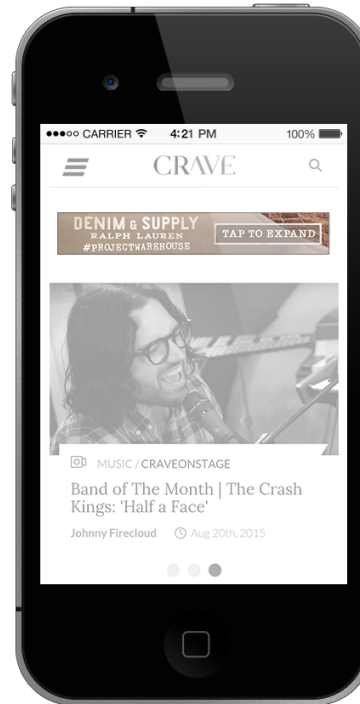
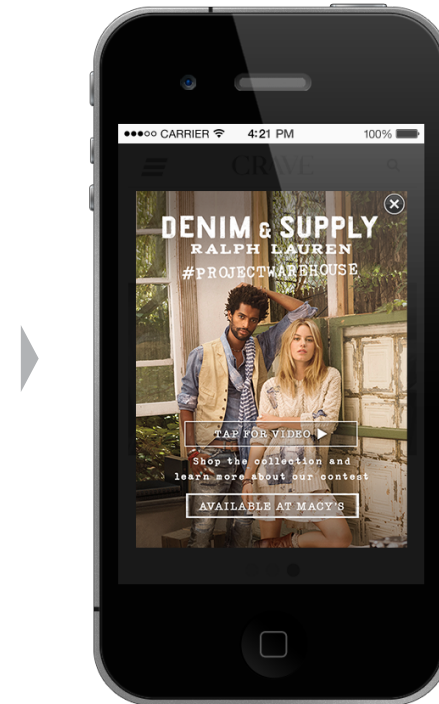⬈ **VIEW DEMO**   ⚙ **DOWNLOAD TEMPLATE**

IN CONTEXT

VIEW ON MOBILE

COLLAPSED STATE

EXPANDED STATE

UNIT DIMENSIONS

COLLAPSED UNIT
- 320x50(display size)
- 640x100(actual size)*

EXPANDED UNIT
- 320x420 (display size)
- 640x840 (actual size)*

UNIT FILE SIZE

- 50 kB initial load
- 50 kB subsequent page loads
- 12 MB max payload

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

VIDEO SPECS

FILE SIZE
- 1 MB Video

PLAY LENGTH
- 15 seconds, preferred
- 30 seconds max.

ADDITIONAL DETAILS
- Video plays in phone's native video player

ADDITIONAL DETAILS

- Expansion is user initiated
- 0.3 second rollover delay required for expansion
- User-initiated video auto-plays sound

REPORTING METRICS

- Impressions
- Expansions
- Video plays
- Click-through
- Click-through rate

ASSETS REQUIRED

HIGH-RES LAYERED SOURCE FILES
- Photoshop / Illustrator
- After Effects
- Animation files

FONTS
- TTF or OTF format

CREATIVE BRIEF / GUIDELINES
- 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