

EVOLVE / MEDIA

Mobile Scroller

SPEC SHEET / V01.01.0918

OVERVIEW: MOBILE

Mobile Scroller is a 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's content.



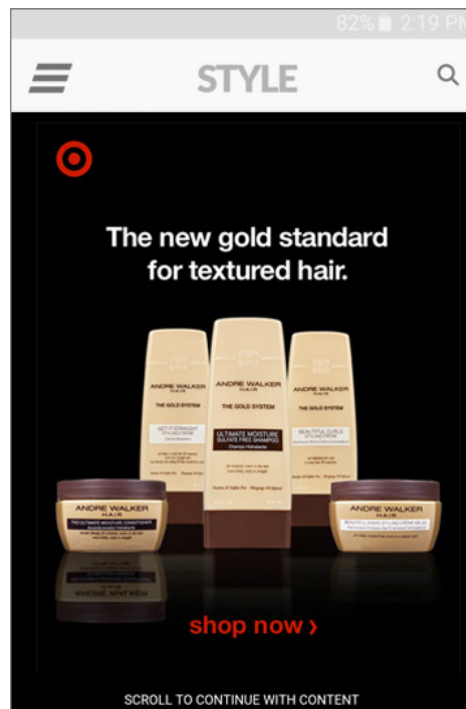
[VIEW DEMO](#)



[DOWNLOAD TEMPLATE](#)



IN CONTEXT



DETAILS & REQUIREMENTS: MOBILE

UNIT DIMENSIONS

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

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

VIDEO SPECS

- N/A

ADDITIONAL DETAILS

- Does not expand or animate
- All important creatives should be designed within the Safe Zone
- Unit is surrounded by a single solid color

REPORTING METRICS

- Impressions
- Click-through
- Click-through Rate

UNIT FILE SIZE

- 50 kB initial load
- 100 kB subsequent page loads

ASSETS REQUIRED

HIGH-RES LAYERED SOURCE FILES

- Photoshop / Illustrator
- After Effects

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