

**EVOLVE / MEDIA**

**Mobile Static Banner**

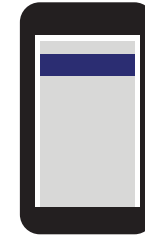
SPEC SHEET / V04.01.0416

## OVERVIEW

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

 [VIEW DEMO](#)

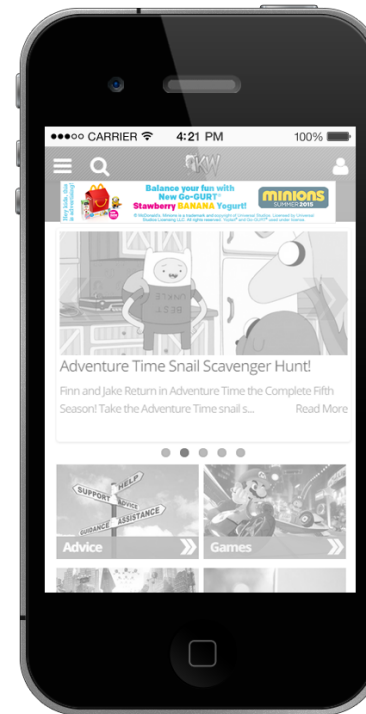
 [DOWNLOAD TEMPLATE](#)



## 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 resolution for HD-viewing on mobile devices.

### ASSETS REQUIRED

#### HIGH-RES LAYERED SOURCE FILES

- Photoshop / Illustrator
- After Effects

#### 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

- Does not expand or animate

#### 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