EVOLVE
MEDIA

Match-3 Game

SPEC SHEET / V02.05.0523
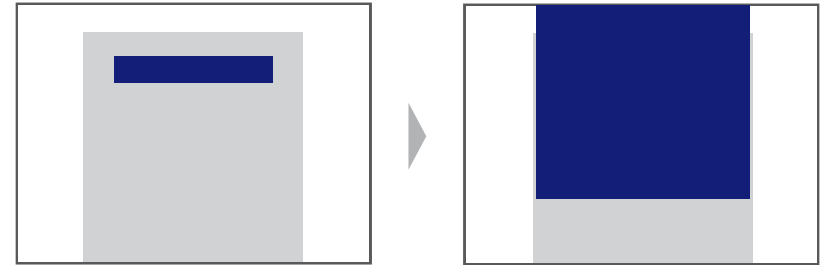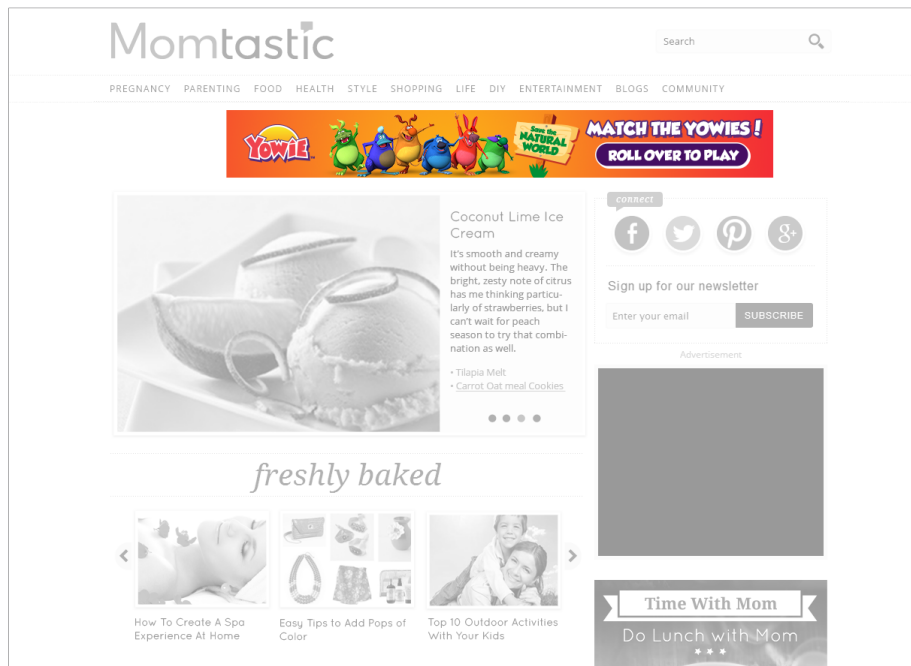
DESKTOP / TABLET

Match-3 Game is is an interactive experience where users must align as many groups of 3 or more matching items as possible in a limited amount of time.
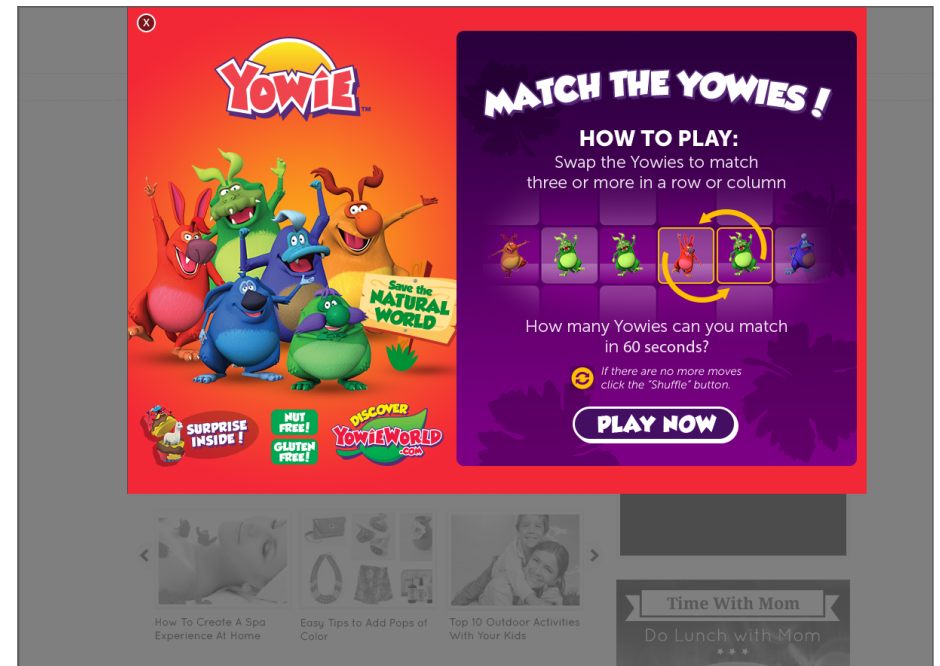
VIEW DEMO   DOWNLOAD TEMPLATE

IN CONTEXT

COLLAPSED UNIT

EXPANDED UNIT

UNIT DIMENSIONS

COLLAPSED UNIT

Options include:
- 728x90
- 300x250
- 970x66

EXPANDED UNIT

- 1000x650

VIDEO SPECS

PLAYER DIMENSIONS

- 400x225, recommended

ADDITIONAL NOTES

- Video auto-plays with user-initiated sound on desktop. Video is tap-to-play on tablet
- Video player may not change position or size

ADDITIONAL DETAILS

- Expansion is user initiated (rollover or click/tap)
- 0.3 second rollover delay required for expansion
- Game time is 60 seconds
- Close button required on Expanded Unit, top left placement preferred.

REPORTING METRICS

- Clicks
- Game Completed
- Game Actions
- Impressions
- Closes
- Video Quartiles
- Click-through
- Click-through rate

ASSETS REQUIRED

HIGH-RES LAYERED SOURCE FILES

- Photoshop / Illustrator

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
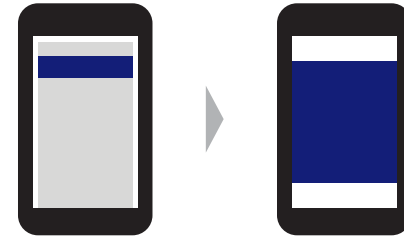
MOBILE

Mobile Match-3 Game is an interactive experience where users must align as many groups of 3 or more matching items as possible in a limited amount of time.
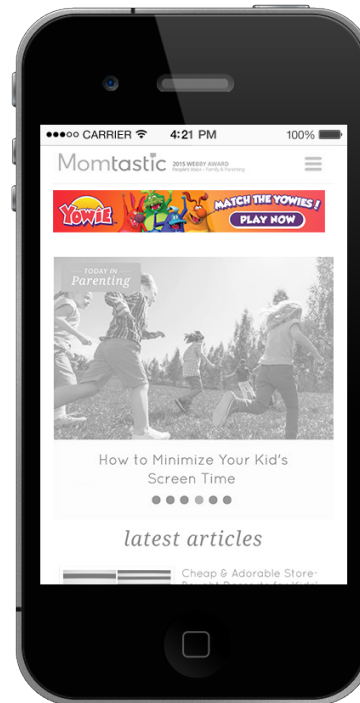
↗ **VIEW DEMO**   ⚙ **DOWNLOAD TEMPLATE**

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 dimension for HD-viewing on mobile devices.

VIDEO SPECS

FILE SIZE
- 1 MB Video

PLAYER DIMENSIONS
- 291x63, recommended

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

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

ADDITIONAL DETAILS

- Expansion is user initiated
- User-initiated video auto-plays sound.
- Video is tap-to-play
- Game time is 60 seconds
- Close button required on Expanded Unit, top right placement preferred

REPORTING METRICS

- Clicks
- Game Completed
- Game Actions
- Impressions
- Closes
- Video Quartiles
- 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

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