EVOLVE
MEDIA

Hotspots Overlay

SPEC SHEET / V02.04.0523
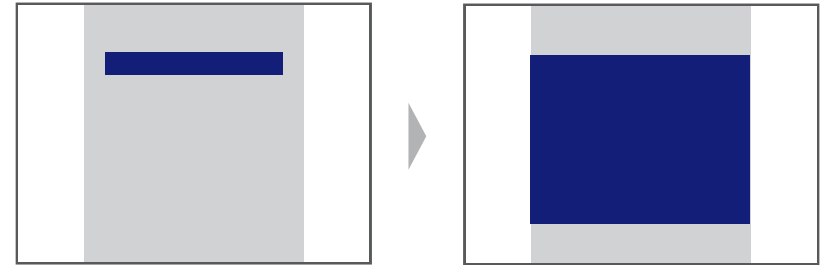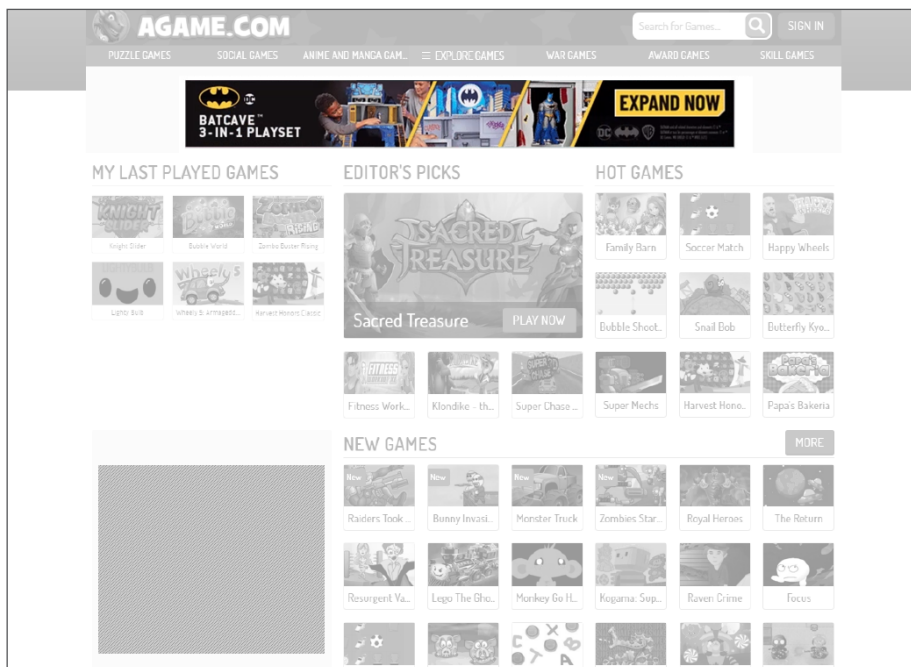
DESKTOP / TABLET

Hotspots Overlay is a rich media ad unit that initiates over the center of the page from an ad banner. The expansion features the ability to include hotspot icons over an image to highlight that image's features with a small pop-up.

↗ **VIEW DEMO**   ⚙ **DOWNLOAD TEMPLATE**

IN CONTEXT

COLLAPSED UNIT

EXPANDED UNIT

UNIT DIMENSIONS

COLLAPSED UNIT
- 728x90

EXPANDED UNIT
- 1000x650

VIDEO SPECS

PLAYER DIMENSIONS
- 400x225, recommended

ADDITIONAL DETAILS

- Expansion is user-initiated (rollover or click)
- 0.3 second rollover delay required for expansion
- Close button required on Expanded Unit, top left placement preferred
- Users click to catch a target
- Game time is 60 seconds

REPORTING METRICS

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

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
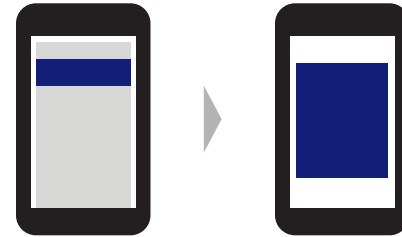
MOBILE

OVERVIEW: MOBILE

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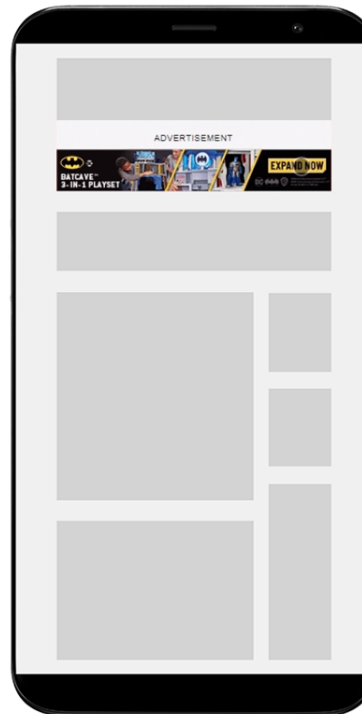
⬈ **VIEW DEMO**　　⚙ **DOWNLOAD TEMPLATE**

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

PLAY LENGTH
- 15 seconds, preferred
- 30 seconds max

PLAY LENGTH
- Video plays in phone's native video player

ADDITIONAL DETAILS

- Expansion is user initiated
- User-initiated video auto-plays sound
- Users tap to catch a target
- Game time is 60 seconds

REPORTING METRICS

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