

**EVOLVE**  
M E D I A

**Overlay Level 1**

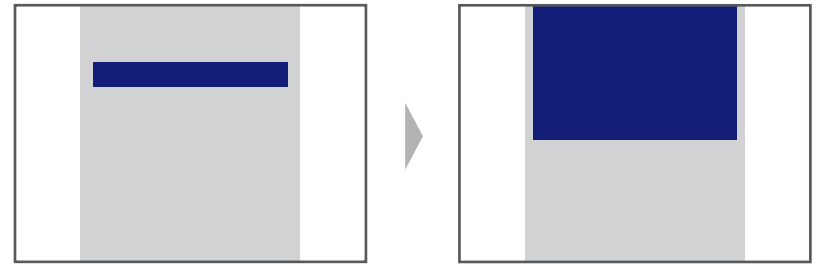
SPEC SHEET / V02.04.0523

# OVERVIEW

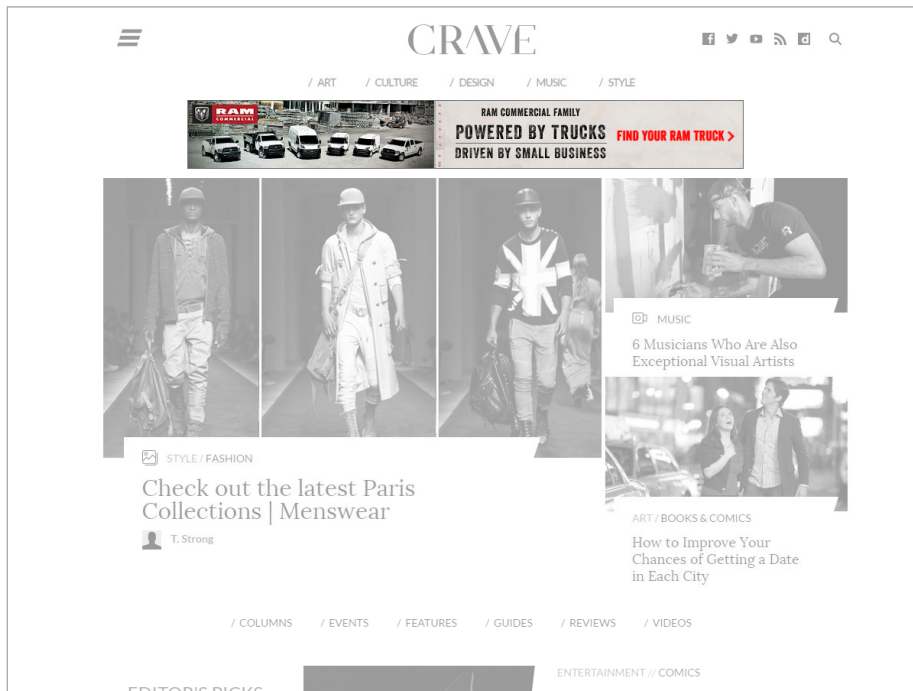
**Overlay, Level 1** is a rich media ad unit that initiates over the center of the page from an ad banner (300x250, 728x90, 970x66.) The expansion can play video but does not support animation or additional features.

 **VIEW DEMO**

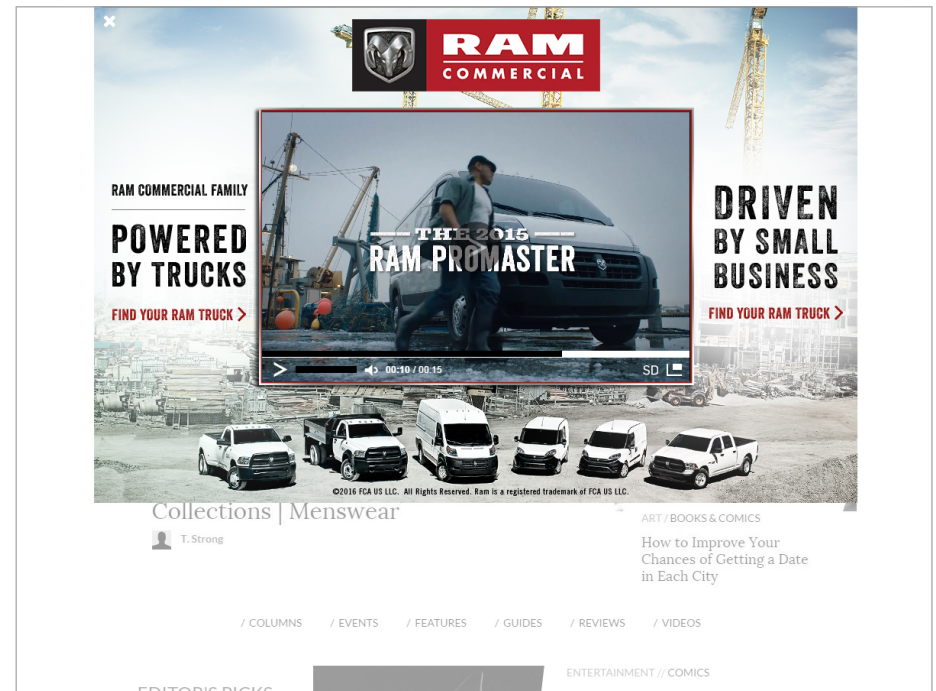
 **DOWNLOAD TEMPLATE**



# IN CONTEXT



**COLLAPSED UNIT**



**EXPANDED UNIT**

## DETAILS & REQUIREMENTS

### UNIT DIMENSIONS

#### COLLAPSED UNIT

Options include:

- 728x90
- 300x250
- 970x66

#### EXPANDED UNIT

- 1000x650

### FILE SIZE

#### COLLAPSED UNIT

- Initial Load: 40 kB
- Polite Load: 100 kB
- 12 MB max payload

### VIDEO SPECS

#### PLAYER DIMENSIONS

- 400x225, recommended

#### EXPANDED UNIT

- Polite Load: 240 kB
- User Initiated Load: 2.2 MB (Unlimited for Streaming Video)
- 12 MB max payload

### 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
- Unit auto-closes after 5 seconds of inactivity

### REPORTING METRICS

- Impressions
- Click-through
- Engagement Rate
- Interaction Rate
- Click-through Rate
- Video Completion 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

# EVOLVE

MEDIA

[evolvemediallc.com](http://evolvemediallc.com)