

EVOLVE

MEDIA

Overlay Level 2

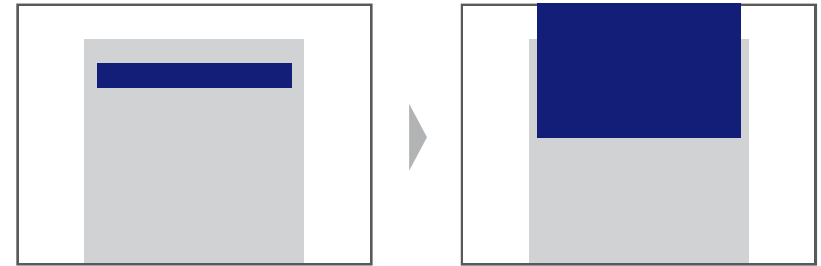
SPEC SHEET / V02.05.0523

OVERVIEW

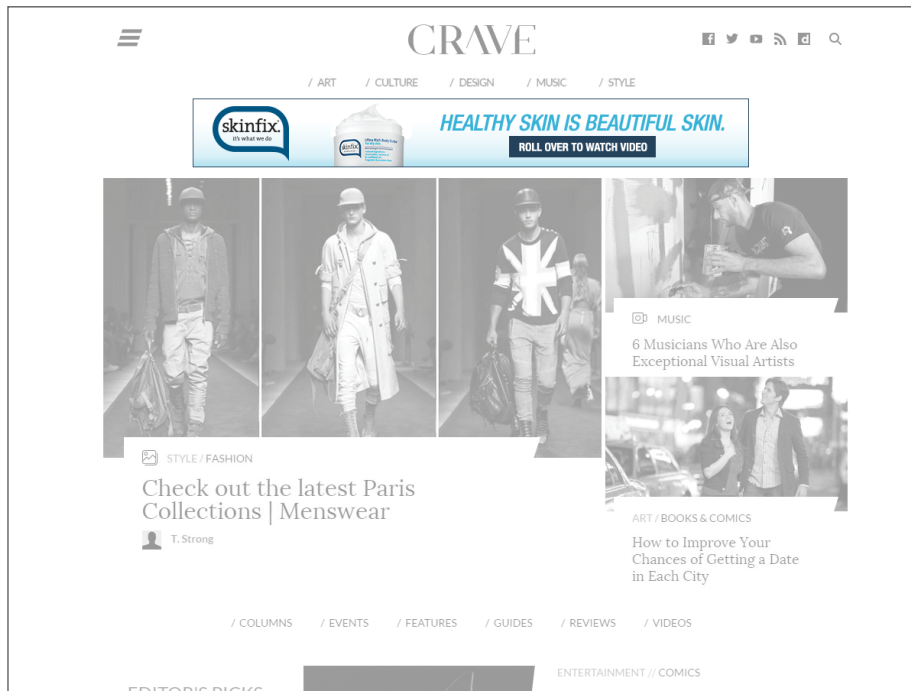
Overlay, Level 2 is a rich media ad unit that initiates over the center of the page from an ad banner (300x250, 728x90, 970x66.). The expansion can support animation and play video but does not support any additional features.

 **VIEW DEMO**

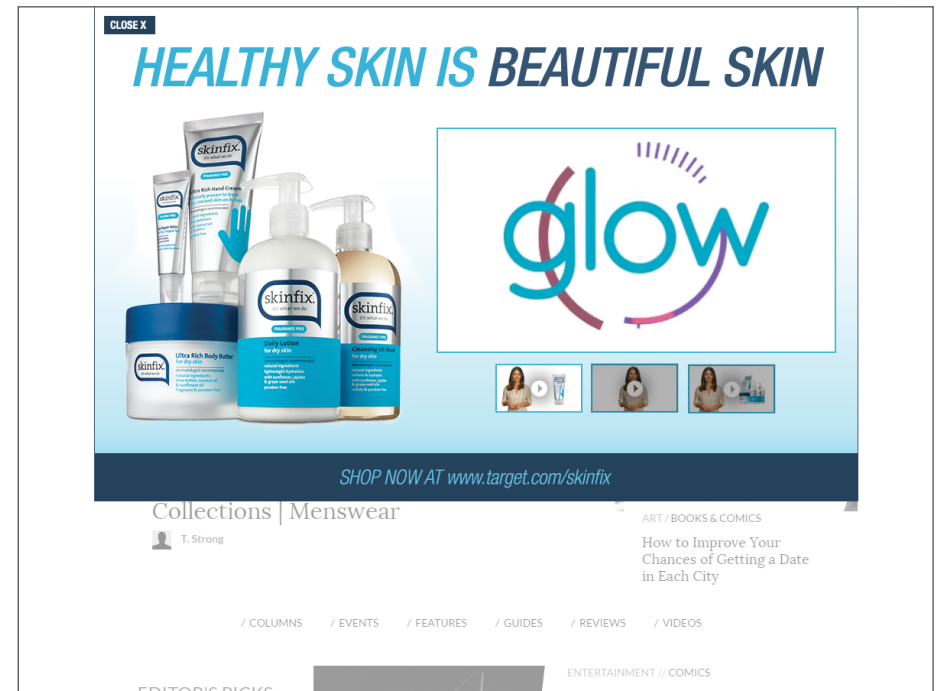
 **DOWNLOAD TEMPLATE**



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

ASSETS REQUIRED

HIGH-RES LAYERED SOURCE FILES

- Photoshop / Illustrator
- After Effects
- Animation files

FONTS

- TTF or OTF format

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

CREATIVE BRIEF / GUIDELINES

- Copy / Selling Points
- Release Messaging with Schedule
- Calls to Action
- Click-through URL(s)
- Legal / Rating Requirements

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
- Intro animation may not exceed 5 seconds

ALREADY-APPROVED CREATIVES

- Ad Units, Posters, etc.
- Key Art
- Product Image / Pack Shot
- Logos
- Photos / Stills

REPORTING METRICS

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

VIDEO

- 16:9 (widescreen) format, preferred
- 15-30 seconds
- 1080p resolution, preferred
- Video Codec: H.264

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evolvemediallc.com