

EVOLVE MEDIA

Overlay Level 3

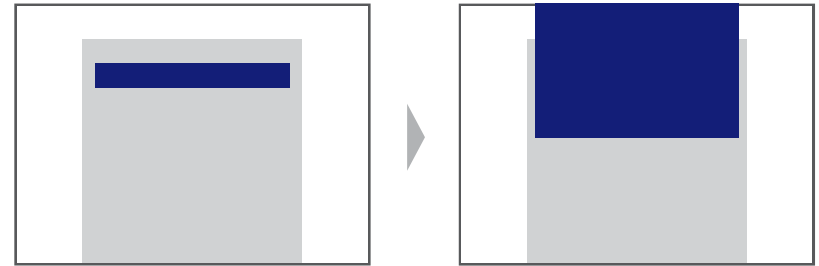
SPEC SHEET / V02.05.0523

OVERVIEW

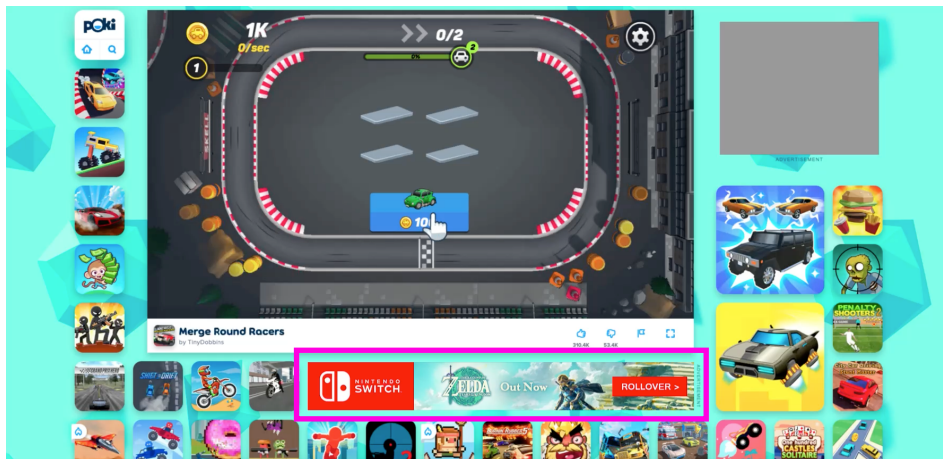
Overlay, Level 3 is a rich media ad unit that initiates over the center of the page from an ad banner (300x250, 728x90, 320x50.) The expansion can include elements such as: (A) complex animations or (B) multi-function capabilities.

 **VIEW DEMO:** (A) (B)

 **DOWNLOAD TEMPLATE**



IN CONTEXT



COLLAPSED UNIT



EXPANDED UNIT

DETAILS & REQUIREMENTS

UNIT DIMENSIONS

COLLAPSED UNIT

Options include:

- 728x90
- 300x250
- 320x50 (mobile)

EXPANDED UNIT

- 1000x650
- 240x320 (mobile)

FILE SIZE

COLLAPSED UNIT

- Initial Load: 40 kB
- Polite Load: 100 kB
- 4 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
- * can be personalized depending on client assets.

ANIMATION DIMENSIONS

- When animations are included in this unit the background can be transparent, all elements MUST remain inside the 1000x650px

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
- Unit auto-closes after 5 seconds of inactivity
- Close button required on Expanded Unit, top left placement preferred

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

EVOLVE
M E D I A

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