

EVOLVE / MEDIA

Overture

SPEC SHEET / V04.01.0120



DESKTOP / TABLET

OVERVIEW: DESKTOP / TABLET

Overture is a responsive 1920x300 unit that appears pre-expanded on the page. Pre-Expanded state can feature video. User can collapse unit to a responsive 1920x131. The unit will always span 100% across the browser window when in view.



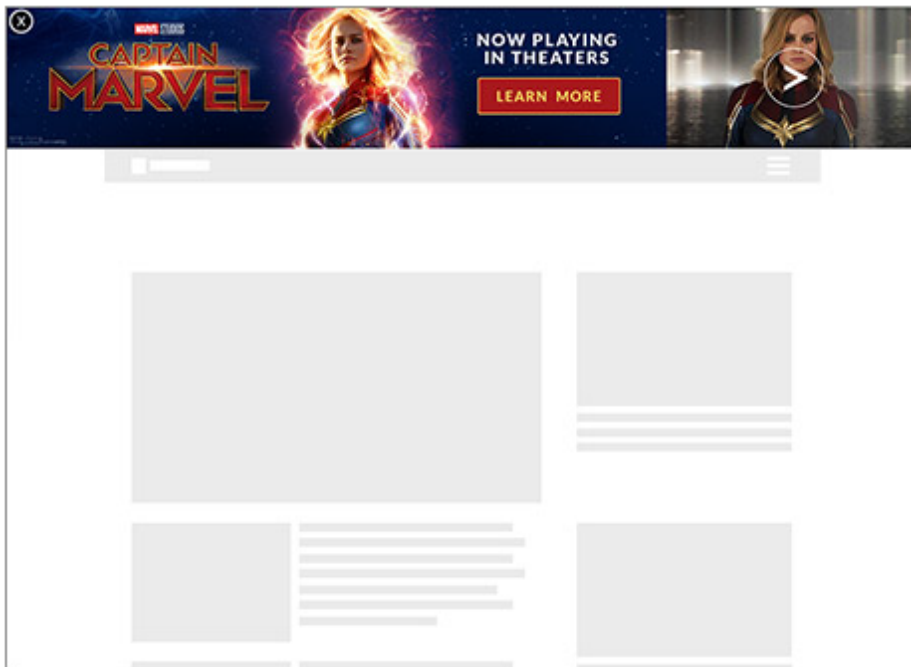
VIEW DEMO



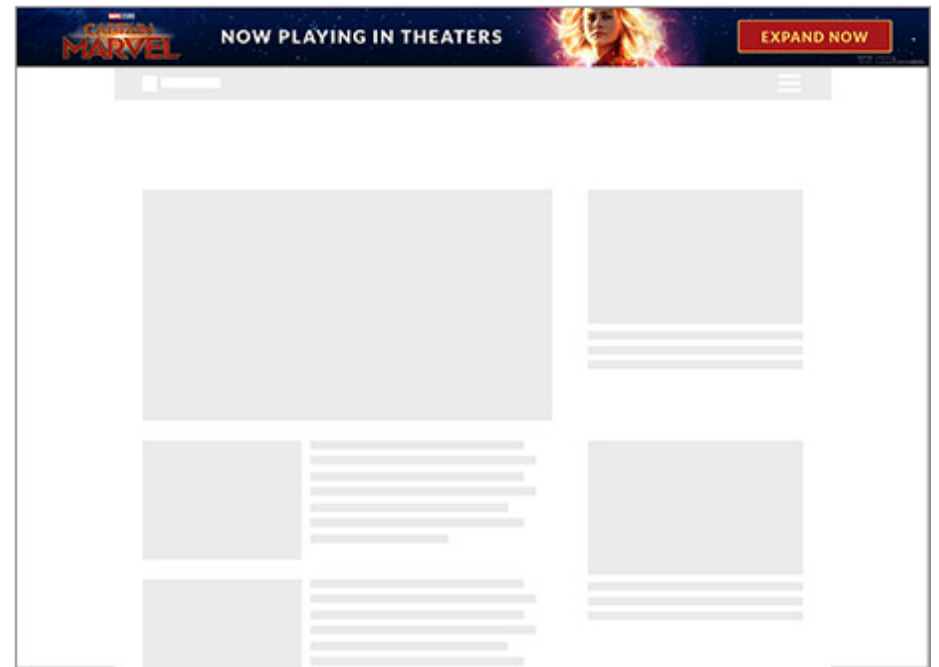
DOWNLOAD TEMPLATE

IN CONTEXT

EXPANDED UNIT



COLLAPSED UNIT



DETAILS & REQUIREMENTS: DESKTOP / TABLET

UNIT DIMENSIONS

PRE-EXPANDED UNIT

- 1920x495*

COLLAPSED UNIT

- 1920x131*

* Dimensions provided are responsive. Depending on size of device browser, the creatives will either increase or decrease in actual size.

VIDEO SPECS

PLAY LENGTH

- 15-30 seconds

ADDITIONAL DETAILS

- **Smart Objects:** Should be used. See template for details.
- **Video Player:** Optional element. May change size and position. Controls cannot be customized.
- **Close Button:** Design and placement of button customizable.

REPORTING METRICS

- Start
- Pause
- Finish
- Quartiles
- Mute
- Unmute
- Fullscreen

ASSETS REQUIRED

LAYERED SOURCE FILES

- Photoshop / Illustrator

FONTS

- TTF or OTF format

CREATIVE BRIEF

- 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