

# EVOLVE

MEDIA

## Overture

SPEC SHEET / V05.01.0922



RESPONSIVE  
DESKTOP/TABLET/MOBILE

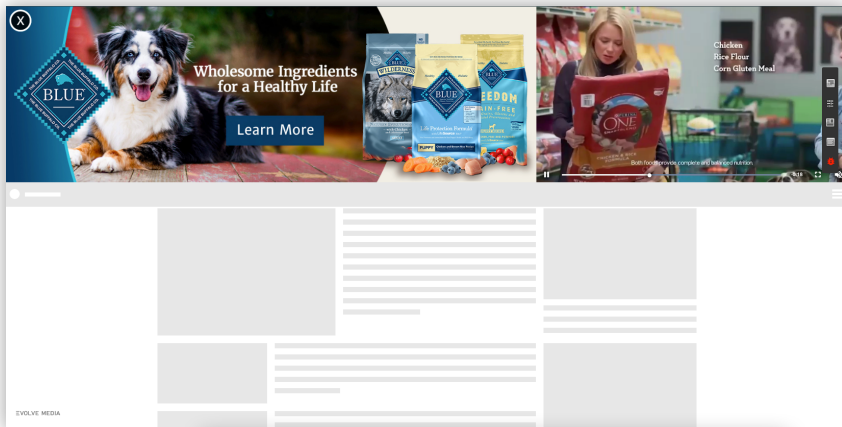
## OVERVIEW: DESKTOP / TABLET / MOBILE

**Overture** is a responsive 1920x400 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.

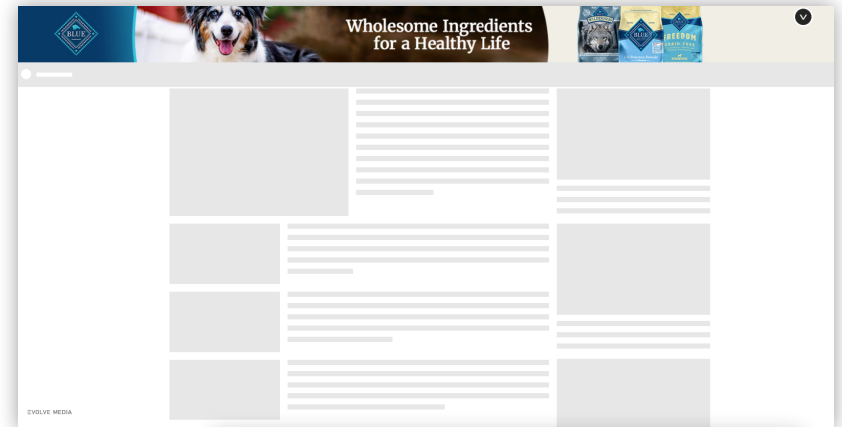
[DOWNLOAD TEMPLATE](#)

## IN CONTEXT

EXPANDED UNIT



COLLAPSED UNIT



## DETAILS & REQUIREMENTS: DESKTOP / TABLET

### UNIT DIMENSIONS

#### FULL ASPECT RATIO

- 43X9

#### PRE-EXPANDED UNIT

- 1920x495\*

#### COLLAPSED UNIT

- 1920x131\*

#### MOBILE

- 375x78\*

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

### VIDEO SPECS

#### ASPECT RATIO

- 16X9

#### 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