

**EVOLVE / MEDIA**

**Prestitial Canvas**

SPEC SHEET / V02.01.0416



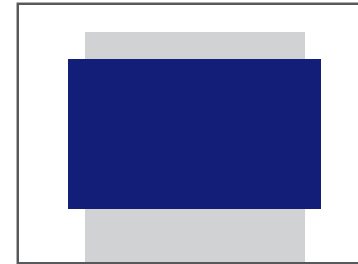
DESKTOP / TABLET

## OVERVIEW: DESKTOP / TABLET

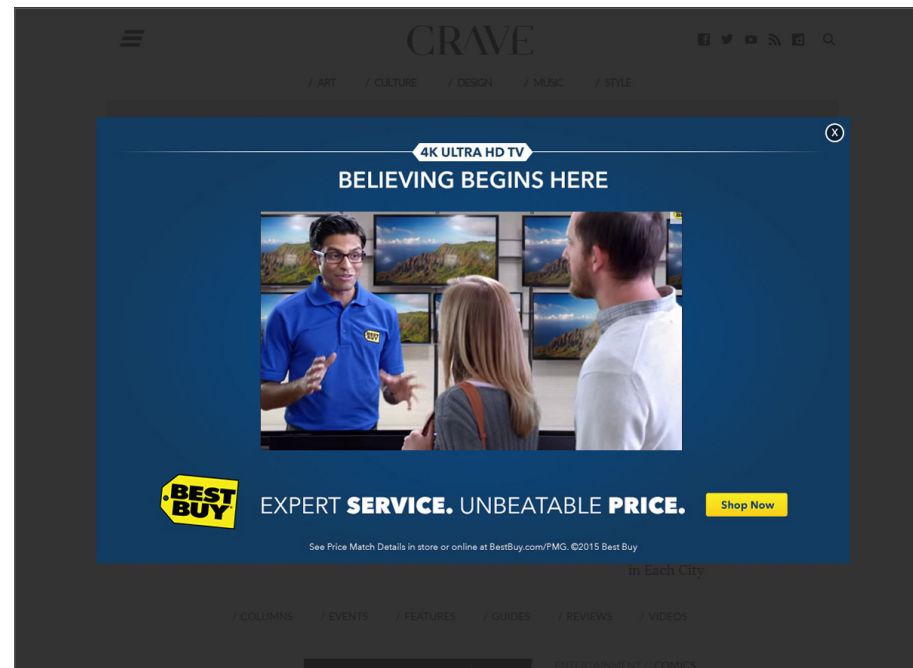
**Prestitial Canvas** takes over the screen as users arrive on a content page.

 [VIEW DEMO](#)

 [DOWNLOAD TEMPLATE](#)



## IN CONTEXT



**EXPANDED UNIT**

## DETAILS & REQUIREMENTS: DESKTOP / TABLET

### UNIT DIMENSIONS

- 1000x590

### VIDEO SPECS

- Supports up to 3 videos
- Video size: 560x315
- 15 second video preferred, 30 seconds max
- Video player cannot change position or size

### ADDITIONAL DETAILS

- Close button is required
- Animation is not supported
- Video is tap-to-play on tablet

### 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

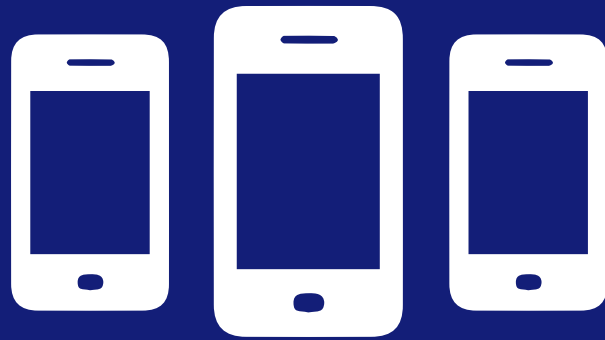
- Copy / Selling Points
- Release Messaging with Schedule
- Calls to Action
- Click-through URL(s)
- Legal / Rating Requirements

#### 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



MOBILE

## OVERVIEW: MOBILE

**Mobile Prestitial Canvas** takes over the screen as users arrive on a content page. Unit can support video that plays in phone's native video player.

 [VIEW DEMO](#)

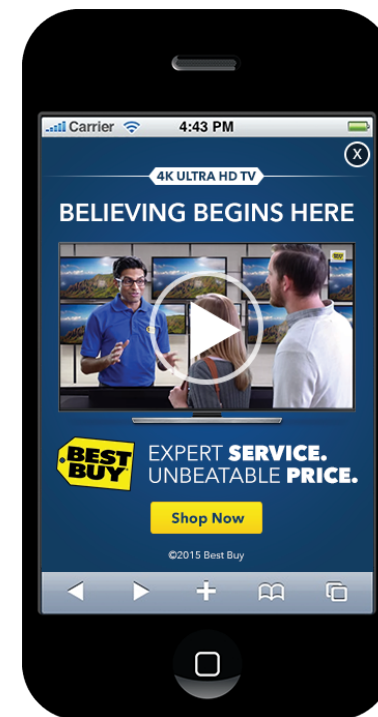
 [DOWNLOAD TEMPLATE](#)



## IN CONTEXT



[VIEW ON MOBILE](#)



## DETAILS & REQUIREMENTS: MOBILE

### UNIT DIMENSIONS

- 320x420 (display size)
- 640x840 (actual size)\*

### UNIT FILE SIZE

- 50 kB initial load
- 50 kB subsequent page loads
- 12 MB max payload

\* Mobile Units are designed at double dimensions for HD-viewing on mobile devices.

### ASSETS REQUIRED

#### HIGH-RES LAYERED SOURCE FILES

- Photoshop / Illustrator
- After Effects

#### FONTS

- TTF or OTF format

### VIDEO SPECS

- Supports one video, max.

#### FILE SIZE

- 1 MB Video

#### PLAY LENGTH

- 15 seconds, preferred
- 30 seconds max.

#### CREATIVE BRIEF / GUIDELINES

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

### ADDITIONAL DETAILS

- Video plays in phone's native video player
- User-initiated video auto-plays sound

#### ALREADY-APPROVED CREATIVES

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

### REPORTING METRICS

- Impressions
- Video plays
- Click-through
- Click-through rate

#### VIDEO

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