

# EVOLVE / MEDIA

## **Pushdown**

SPEC SHEET / V02.01.0416

# OVERVIEW

**Pushdown** appears in the leaderboard position (970x66, 728x90.) Unit expands upon initiation, pushing site content downwards.

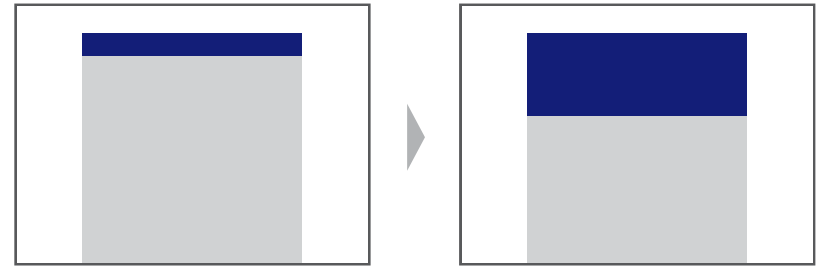
 **VIEW DEMO**



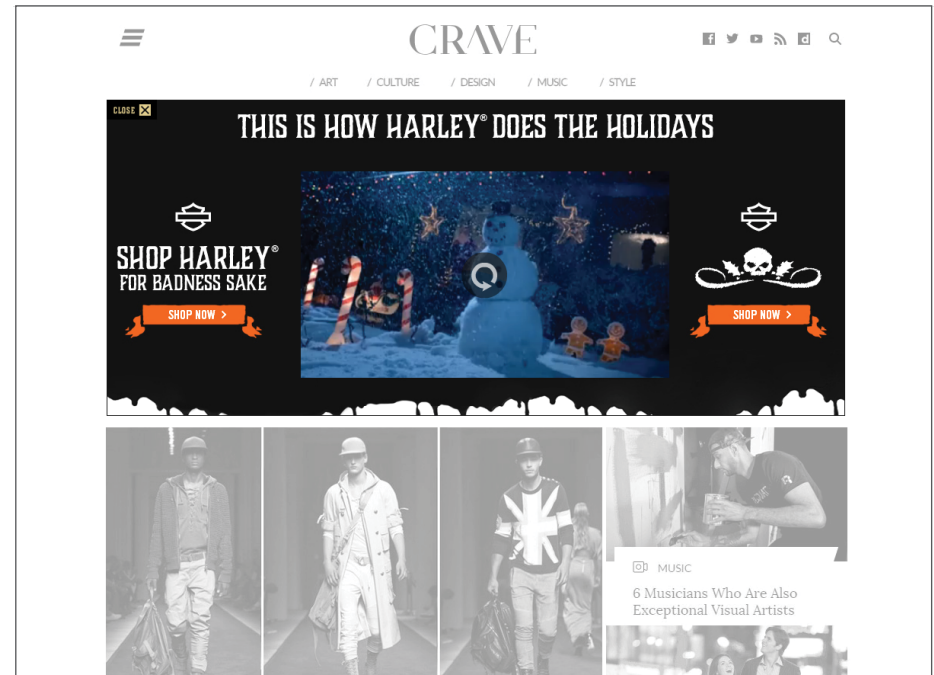
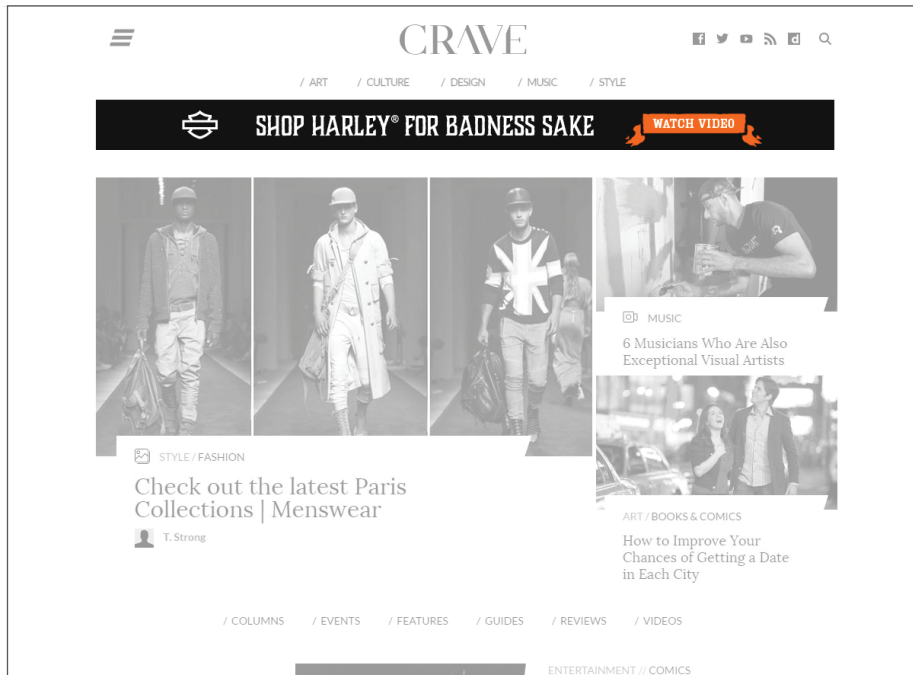
**DOWNLOAD TEMPLATE**

970x66

728x90



# IN CONTEXT



## DETAILS & REQUIREMENTS

### UNIT DIMENSIONS

Options include:

- 970x66 to 970x415
- 970x66 to 970x250
- 728x90 to 728x415
- 728x90 to 728x250

### VIDEO SPECS

#### PLAYER DIMENSIONS

- 400x225, recommended

#### ADDITIONAL NOTES

- May support up to 3 videos

### ADDITIONAL DETAILS

- Expansion is user-initiated (rollover or click).
- 0.3 second rollover delay required for expansion

### REPORTING METRICS

- Impressions
- Closes
- Video completion by quartiles
- Click-through
- Click-through rate

### ASSETS REQUIRED

#### HIGH-RES LAYERED SOURCE FILES

- Photoshop / Illustrator
- After Effects
- Animation files

#### 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