

# EVOLVE

MEDIA

## **Static Reskin**

SPEC SHEET / V02.18.0523

## OVERVIEW

**Reskin** is a pair of static images that sit on the left and right side of a website.

 **VIEW DEMO**

 **TEMPLATE AVAILABLE**

## IN CONTEXT



**RESKIN SAMPLE 1**



**RESKIN SAMPLE 2**

## DETAILS & REQUIREMENTS

### UNIT DIMENSIONS

#### RESKIN

- See reskin templates

### VIDEO SPECS

- N/A

### ADDITIONAL DETAILS

- Each site may require separate reskin creatives

### REPORTING METRICS

- Click-through
- Click-through rate

### CREATIVE DESIGN

- Ad unit must contain a call-to-action for each of the reskins that will be toggled

### ASSETS REQUIRED

#### HIGH-RES LAYERED SOURCE FILES

- Photoshop / Illustrator

#### 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

- N/A