

EVOLVE

MEDIA

Slider

SPEC SHEET / V02.18.0523

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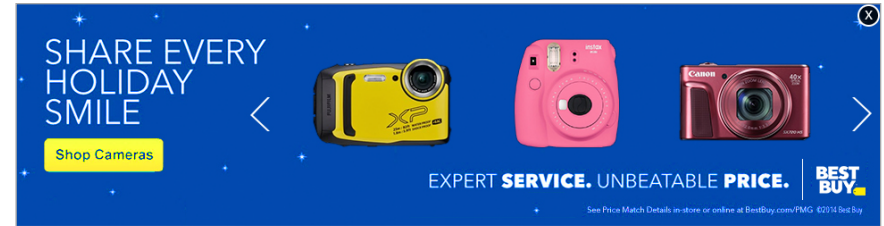
Slider is a flexible unit offering a variety of sliding functionalities that can be used to best suit the needs of any campaign.

There are three different variations that may be used: Image Slider, Gallery Slider and Content Slider.

Image Slider | Page 3



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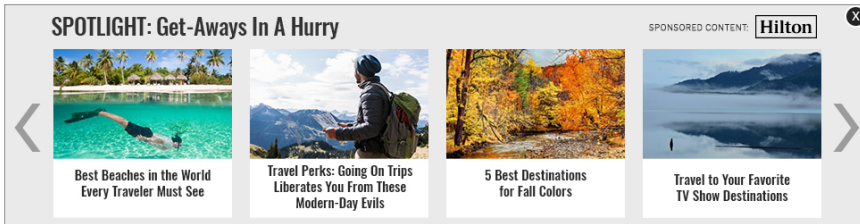




IMAGE SLIDER
DESKTOP / TABLET

OVERVIEW: SLIDER - IMAGE (DESKTOP / TABLET)

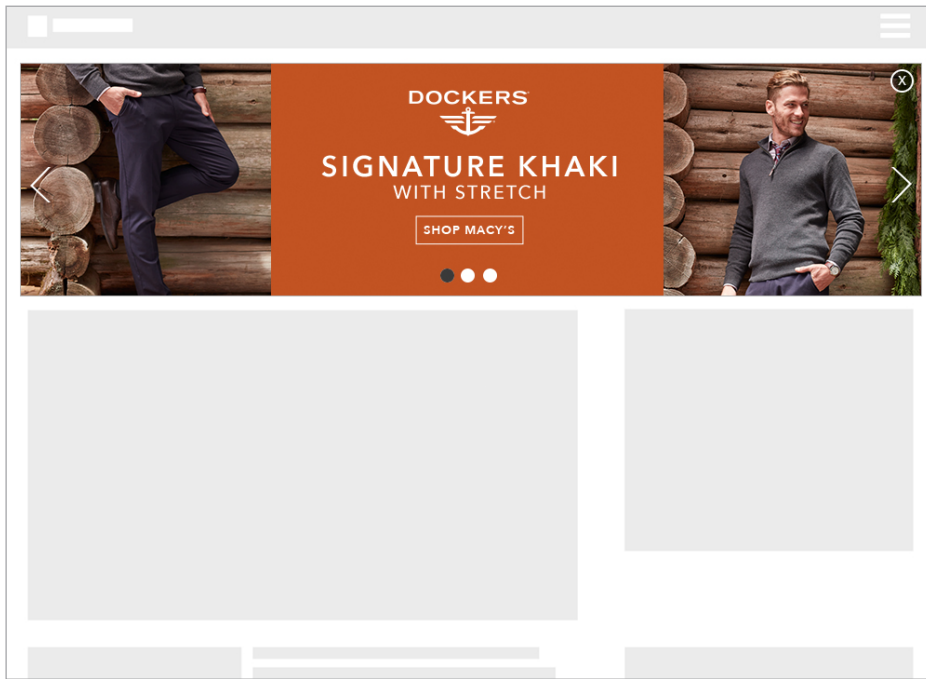
Slider - Image (Desktop / Tablet) is a 970x250 unit that appears pre-expanded on the page. Can slide up to five panels. User can initiate Collapsed Unit, 970x66.

 [VIEW DEMO](#)

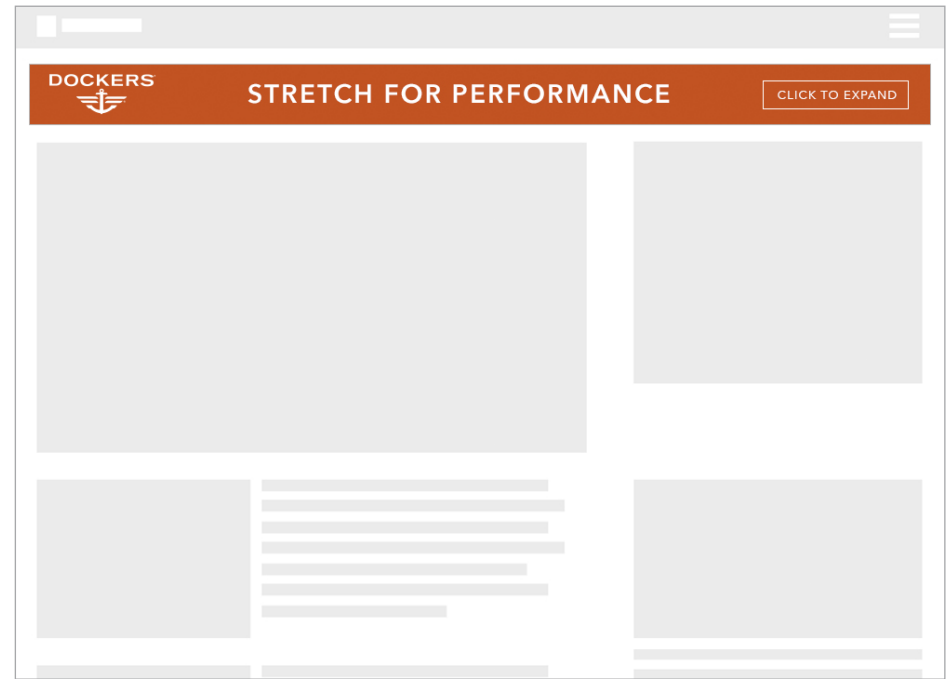
 [DOWNLOAD TEMPLATE](#)

IN CONTEXT

EXPANDED UNIT



COLLAPSED UNIT



DETAILS & REQUIREMENTS: SLIDER - IMAGE (DESKTOP / TABLET)

UNIT DIMENSIONS

EXPANDED UNIT

- 970x250

COLLAPSED UNIT

- 970x66

VIDEO SPECS

NOT SUPPORTED

ADDITIONAL DETAILS

- Unit starts Expanded
- Collapsed Unit is user-initiated
- Supports up to five Feature Panels
- One click allowed per Featured Panel
- Navigation dots may change color only, they cannot be repositioned.

REPORTING METRICS

- Impressions
- Click-through
- Engagement Rate
- Interaction Rate
- Click-through Rate
- Video Completion Rate

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

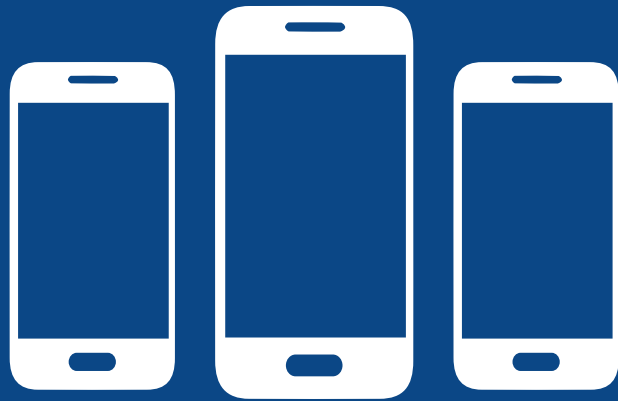


IMAGE SLIDER
MOBILE

OVERVIEW: SLIDER - IMAGE (MOBILE)

Slider - Image (Mobile) is a 320x100 unit that appears pre-expanded on the page. Can swipe up to five panels. User can initiate Collapsed Unit, 320x50.



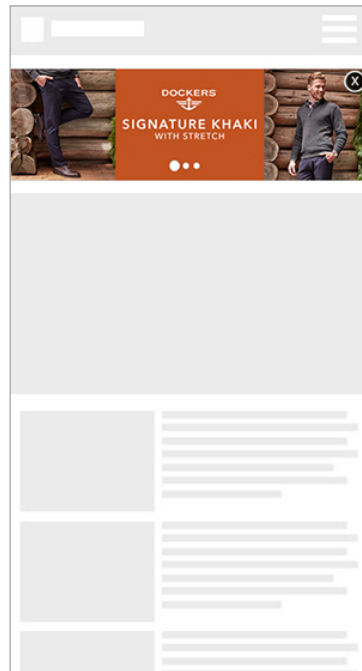
[VIEW DEMO](#)



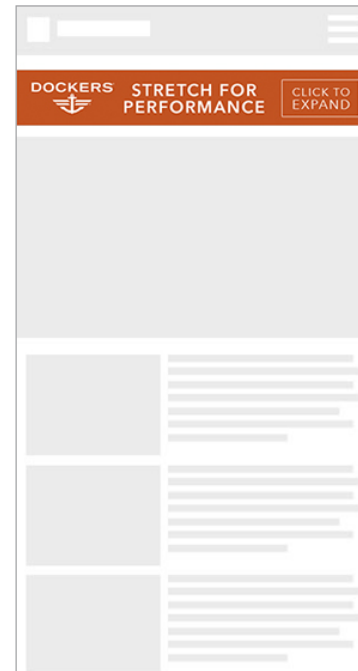
[DOWNLOAD TEMPLATE](#)

IN CONTEXT

EXPANDED UNIT



COLLAPSED UNIT



DETAILS & REQUIREMENTS: SLIDER - IMAGE (MOBILE)

UNIT DIMENSIONS

COLLAPSED UNIT

- 320x100 (display size)
- 640x200 (actual size)*

EXPANDED UNIT

- 320x50 (display size)
- 640x100 (actual size)*

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

VIDEO SPECS

NOT SUPPORTED

ADDITIONAL DETAILS

- Unit starts Expanded
- Collapsed Unit is user-initiated
- Supports up to five Feature Panels
- One click allowed per Featured Panel
- Navigation dots may change color only, they cannot be repositioned.

REPORTING METRICS

- Impressions
- Click-through
- Engagement Rate
- Interaction Rate
- Click-through Rate
- Video Completion Rate

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



GALLERY SLIDER
DESKTOP / TABLET

OVERVIEW: SLIDER - GALLERY (DESKTOP / TABLET)

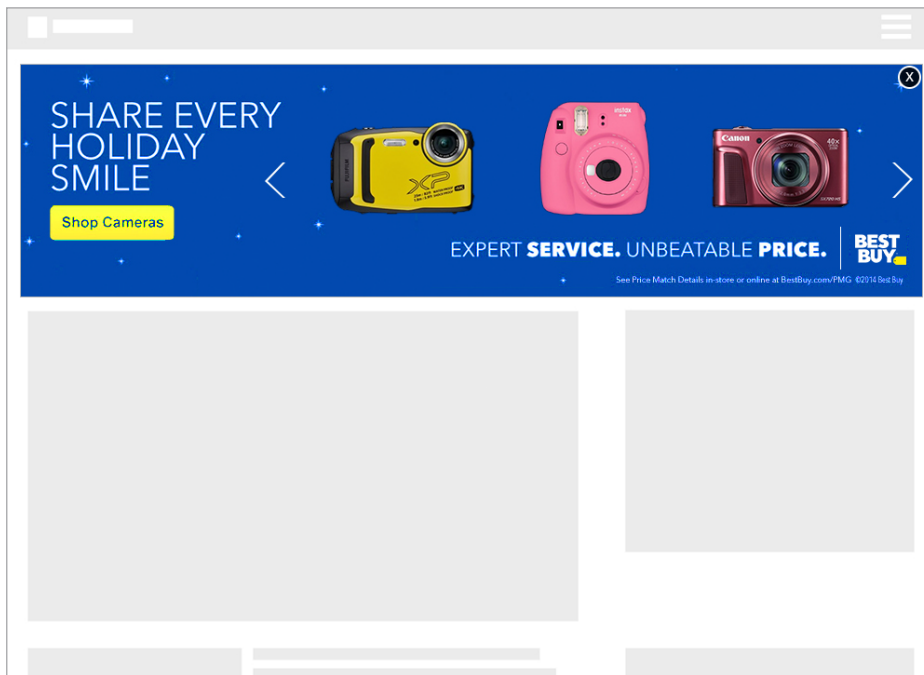
Slider - Gallery (Desktop / Tablet) is a 970x250 unit that appears pre-expanded on the page. Can slide a series of Gallery Panels. User can initiate Collapsed Unit, 970x66.

 [VIEW DEMO](#)

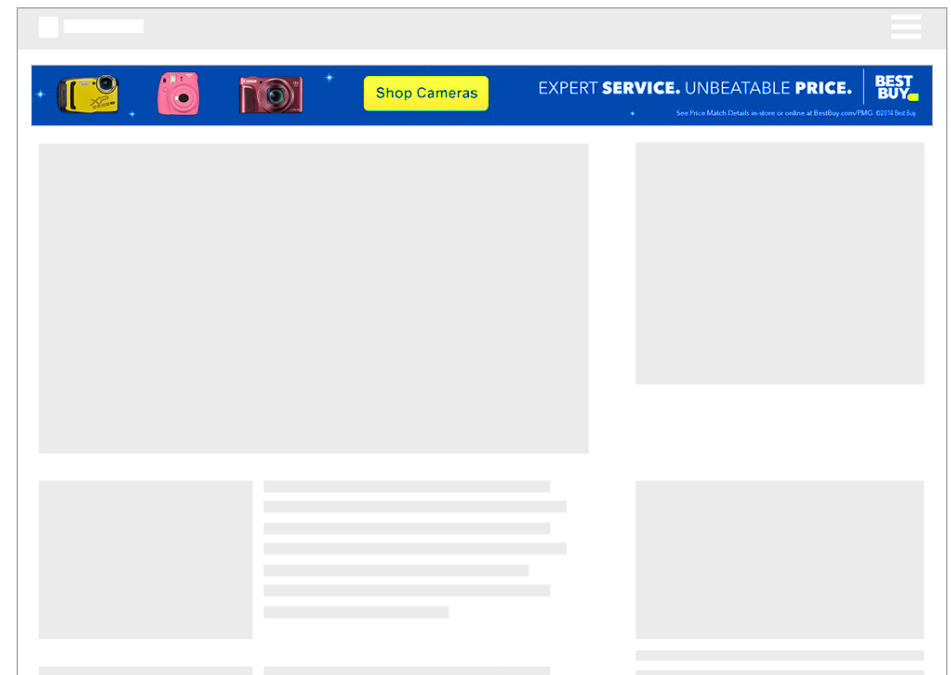
 [DOWNLOAD TEMPLATE](#)

IN CONTEXT

EXPANDED UNIT



COLLAPSED UNIT



DETAILS & REQUIREMENTS: SLIDER - GALLERY (DESKTOP / TABLET)

UNIT DIMENSIONS

EXPANDED UNIT

- 970x250

COLLAPSED UNIT

- 970x66

VIDEO SPECS

PLAYER DIMENSIONS

- 446x250, recommended

PLAY LENGTH

- 15-30 seconds, recommended

ADDITIONAL DETAILS

- Unit starts Expanded
- Collapsed Unit is user-initiated
- Supports up to five Gallery Panels
- Gallery Panels may feature 1, 2, 3, or 4 Gallery Items
- One click allowed per Gallery Item
- Navigation dots may change color only, they cannot be repositioned.

REPORTING METRICS

- Impressions
- Click-through
- Engagement Rate
- Interaction Rate
- Click-through Rate
- Video Completion Rate

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



MOBILE

OVERVIEW: SLIDER - GALLERY (MOBILE)

Slider - Gallery (Mobile) is a 320x100 unit that appears pre-expanded on the page. Can swipe a series of Gallery Panels. User can initiate Collapsed Unit, 320x50.



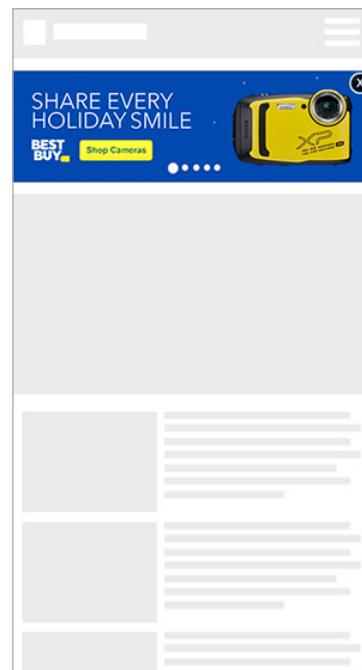
VIEW DEMO



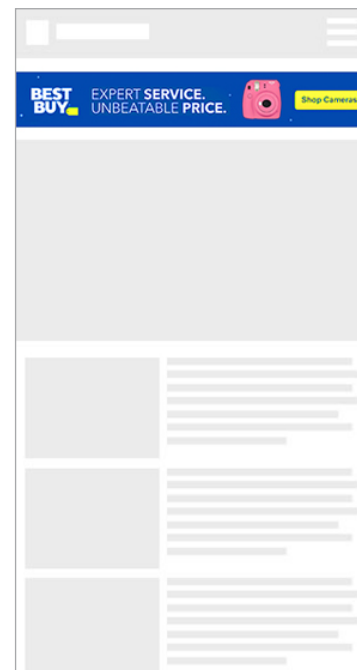
DOWNLOAD TEMPLATE

IN CONTEXT

EXPANDED UNIT



COLLAPSED UNIT



DETAILS & REQUIREMENTS: SLIDER - GALLERY (MOBILE)

UNIT DIMENSIONS

COLLAPSED UNIT

- 320x100 (display size)
- 640x200 (actual size)*

EXPANDED UNIT

- 320x50 (display size)
- 640x100 (actual size)*

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

ASSETS REQUIRED

LAYERED SOURCE FILES

- Photoshop / Illustrator

FONTS

- TTF or OTF format

VIDEO SPECS

PLAYER DIMENSIONS

- Variable

PLAY LENGTH

- 15-30 seconds, recommended

CREATIVE BRIEF

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

ADDITIONAL DETAILS

ABOUT PANELS

- Unit starts Expanded
- Collapsed Unit is user-initiated
- Supports up to five Gallery Panels
- Gallery Panels may feature 1, 2, 3, or 4 Gallery Items
- One click allowed per Gallery Item
- Navigation dots may change color only, they cannot be repositioned.

ABOUT VIDEO

- Video plays in device'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
- Click-through
- Engagement Rate
- Interaction Rate
- Click-through Rate
- Video Completion Rate

VIDEO

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

Extra
app



CONTENT SLIDER
DESKTOP / TABLET

OVERVIEW: SLIDER - CONTENT (DESKTOP / TABLET)

Slider - Content (Desktop / Tablet) is a 970x250 unit that appears pre-expanded on the page. Can slide up to five Content Panels. User can initiate Collapsed Unit, 970x66.

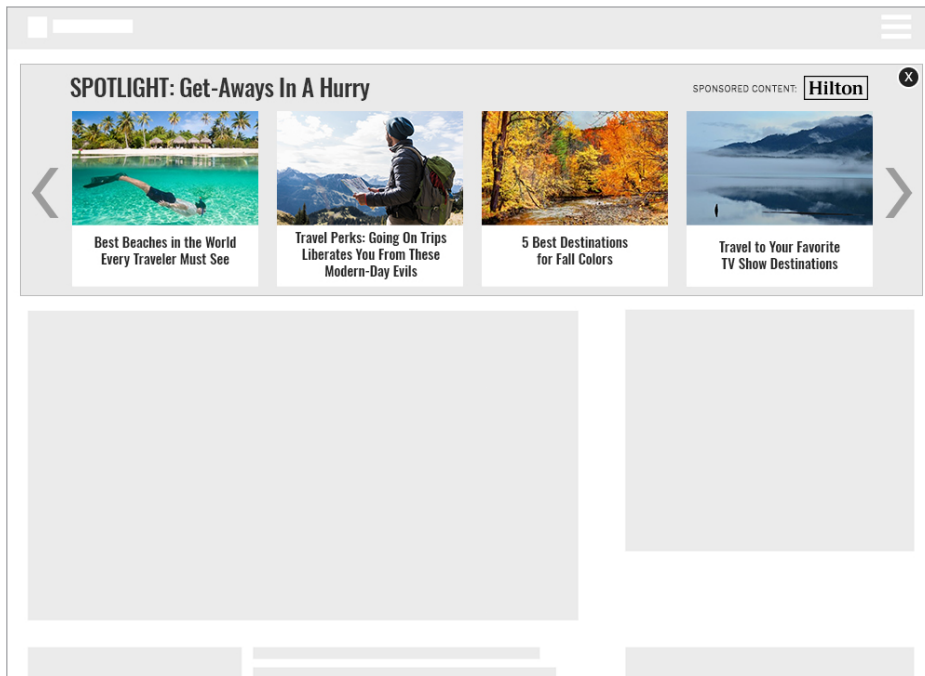
 [VIEW DEMO](#)



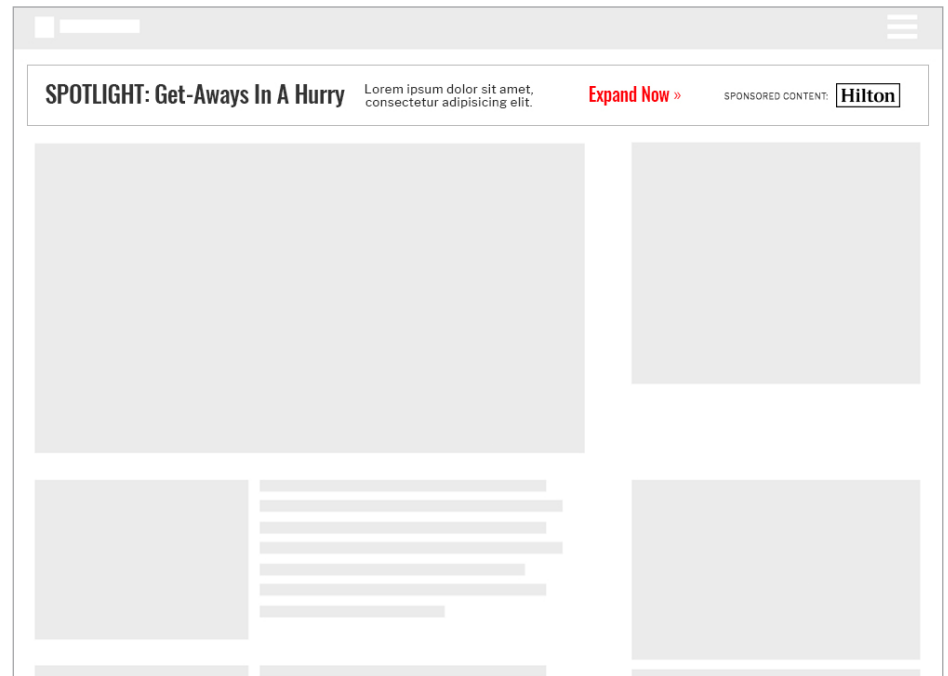
[DOWNLOAD TEMPLATE](#)

IN CONTEXT

EXPANDED UNIT



COLLAPSED UNIT



DETAILS & REQUIREMENTS: SLIDER - CONTENT (DESKTOP / TABLET)

UNIT DIMENSIONS

EXPANDED UNIT

- 970x250

COLLAPSED UNIT

- 970x66

VIDEO SPECS

PLAYER DIMENSIONS

- 446x250, recommended

PLAY LENGTH

- 15-30 seconds, recommended

ADDITIONAL DETAILS

- Unit starts Expanded
- Collapsed Unit is user-initiated
- Supports up to five Content Panels
- Content Panels may feature 1, 2, 3, or 4 Content Items
- Content Items may only click to respective Content
- Content fonts must be web-safe.
- Navigation dots may change color only, they cannot be repositioned.

REPORTING METRICS

- Impressions
- Click-through
- Engagement Rate
- Interaction Rate
- Click-through Rate
- Video Completion Rate

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



CONTENT SLIDER
MOBILE

OVERVIEW: SLIDER - CONTENT (MOBILE)

Slider - Content (Mobile) is a 320x100 unit that appears pre-expanded on the page. Can slide up to five Content Panels. User can initiate Collapsed Unit, 320x50.



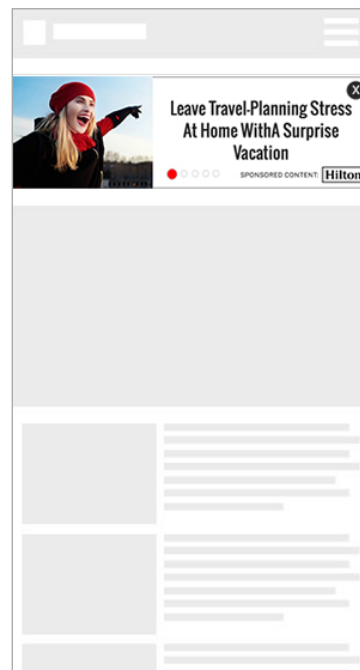
VIEW DEMO



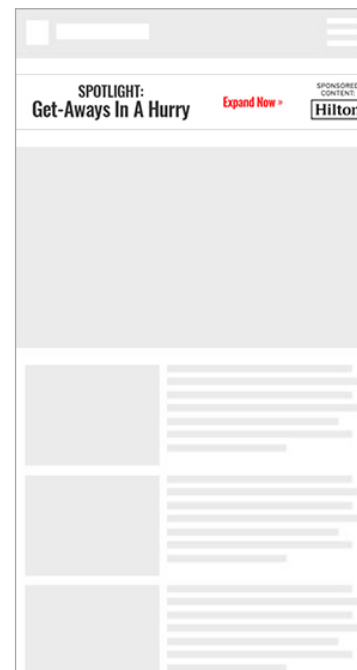
DOWNLOAD TEMPLATE

IN CONTEXT

EXPANDED UNIT



COLLAPSED UNIT



DETAILS & REQUIREMENTS: SLIDER - CONTENT (MOBILE)

UNIT DIMENSIONS

COLLAPSED UNIT

- 320x100 (display size)
- 640x200 (actual size)*

EXPANDED UNIT

- 320x50 (display size)
- 640x100 (actual size)*

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

VIDEO SPECS

NOT SUPPORTED

ADDITIONAL DETAILS

- Unit starts Expanded
- Collapsed Unit is user-initiated
- Supports up to five Content Panels
- Unlike Desktop version, Content Panels may feature one Content Item only
- Content Items may only click to respective Content
- Content fonts must be web-safe.
- Navigation dots may change color only, they cannot be repositioned.

REPORTING METRICS

- Impressions
- Click-through
- Engagement Rate
- Interaction Rate
- Click-through Rate
- Video Completion Rate

ASSETS REQUIRED

LAYERED SOURCE FILES

- Photoshop / Illustrator

FONTS

- TTF or OTF format

CREATIVE BRIEF

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