

EVOLVE

MEDIA

The Meg

SPEC SHEET / V01.01.0922



RESPONSIVE
DESKTOP/TABLET/MOBILE

OVERVIEW: DESKTOP / TABLET / MOBILE

TheMeg is a responsive 1920x480 (32x8 aspect ratio) unit that appears pre-expanded on the page. Pre-Expanded state can feature video. The unit will always span 100% across the browser window when in view.



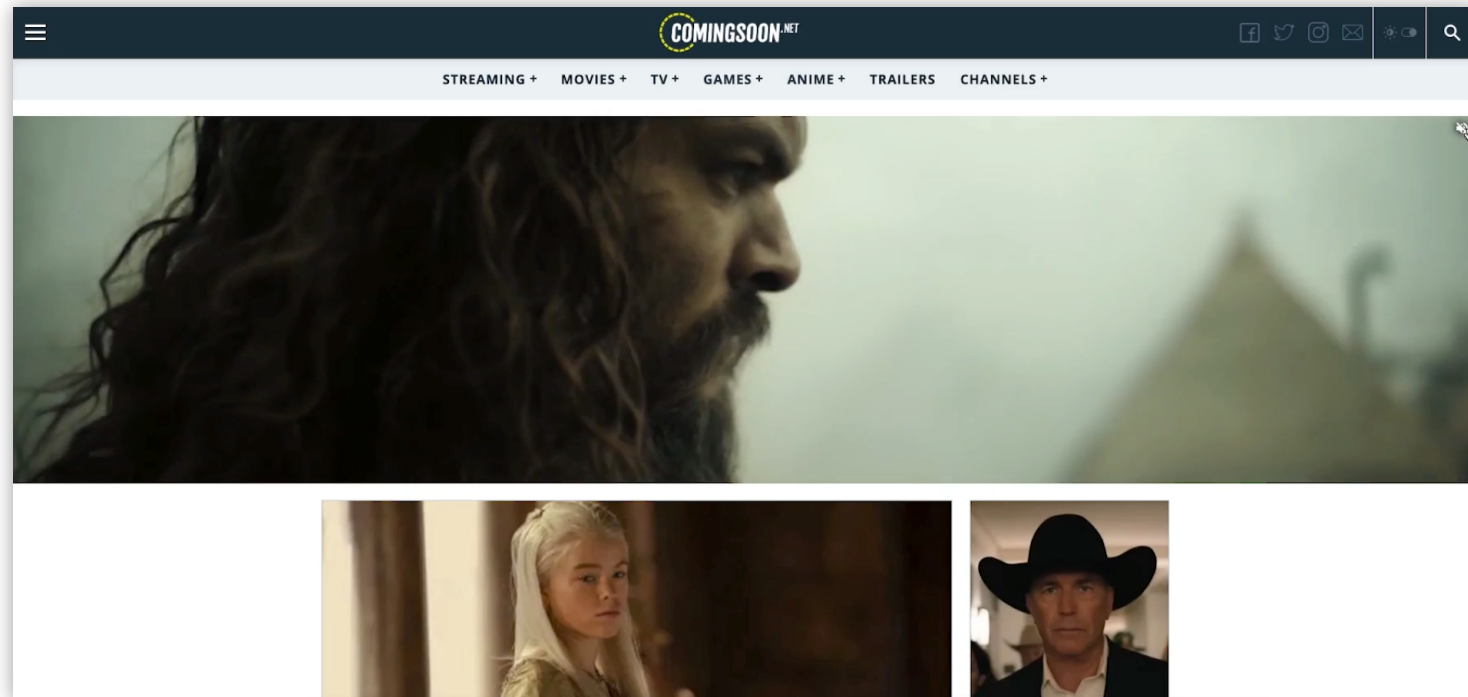
VIEW DEMO



TEMPLATE NOT AVAILABLE

IN CONTEXT

EXPANDED UNIT



DETAILS & REQUIREMENTS: DESKTOP / TABLET

UNIT DIMENSIONS

ASPECT RATIO

- 32X8

PRE-EXPANDED UNIT

- 1920x480*

MOBILE

- 375x95*

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

VIDEO SPECS

PLAY LENGTH

- 15 seconds recommended

ADDITIONAL DETAILS

- **Designed end screen:** Required element on this unit.
- **Smart Objects:** Should be used. See template for details.
- **Video Player:** Full video unit. Controls cannot be customized.
- **Close Button:** Design and placement of button customizable.

REPORTING METRICS

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

VIDEO METRICS

- Start
- Pause
- Finish
- Quartiles
- Mute
- Unmute

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 seconds
- 1080p resolution, preferred
- Video Codec: H.264

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