EVOLVE
MEDIA

The Meg

SPEC SHEET / V01.01.0922

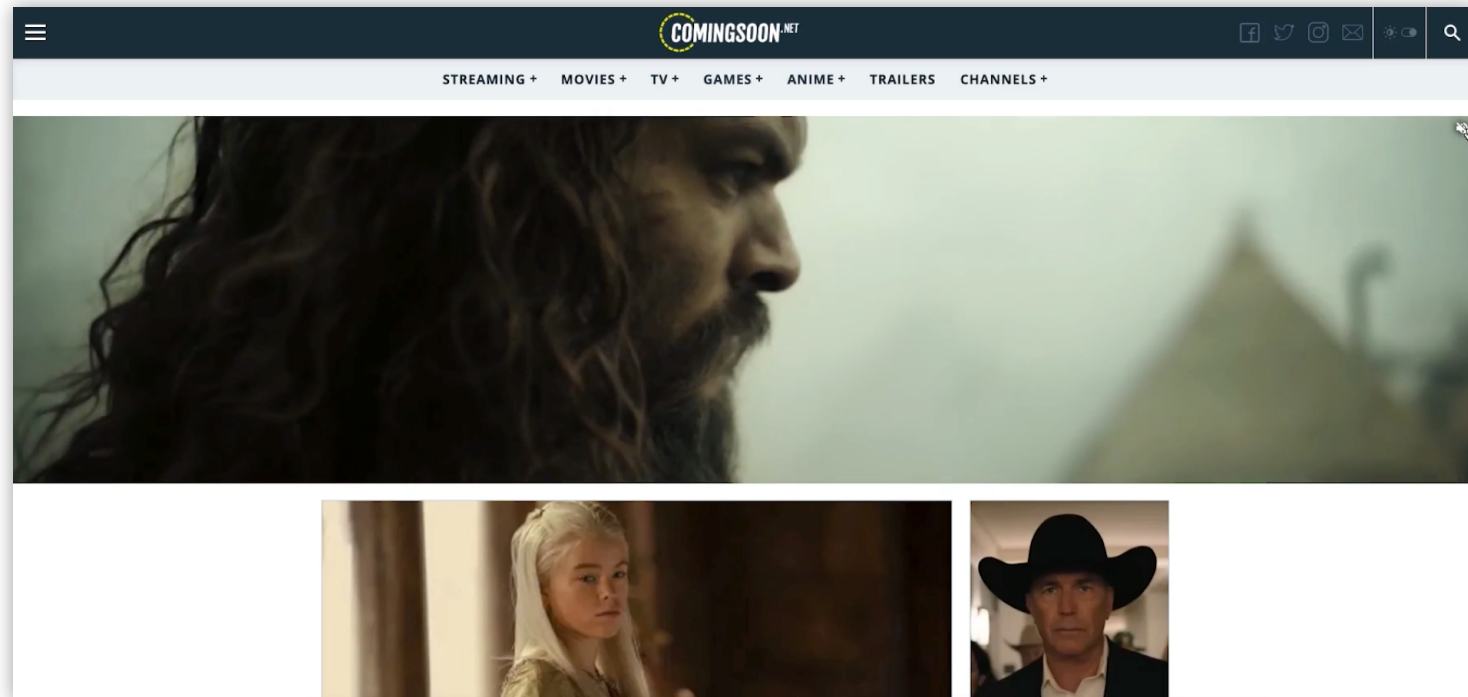RESPONSIVE
DESKTOP/TABLET/MOBILE

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   **DOWNLOAD TEMPLATE**

IN CONTEXT

FEATURED FULLY RESPONSIVE UNIT

UNIT DIMENSIONS

ASPECT RATIO
- 32X8

FEATURED 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
- 15-30 seconds

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.

REPORTING METRICS

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

VIDEO 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