

EVOLVE / MEDIA

Toggle Reskin

SPEC SHEET / V02.01.0416

OVERVIEW

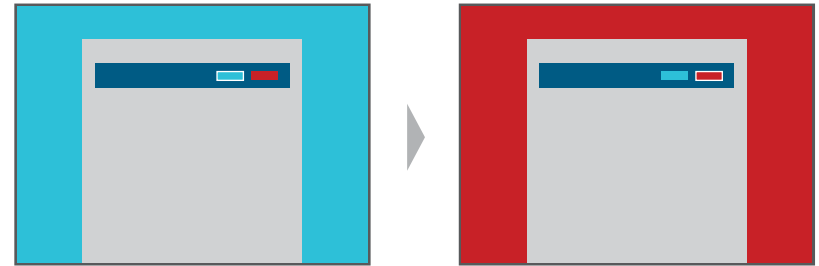
Toggle Reskin is a rich media unit that allows users to change the page reskin by clicking a call-to-action within an ad banner (728x90, 300x250, 970x66.)

 **VIEW DEMO**

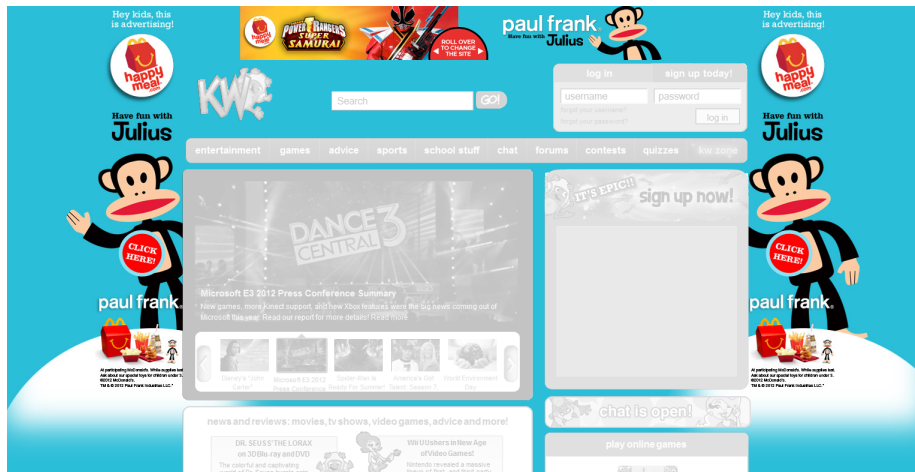


NO TEMPLATE AVAILABLE

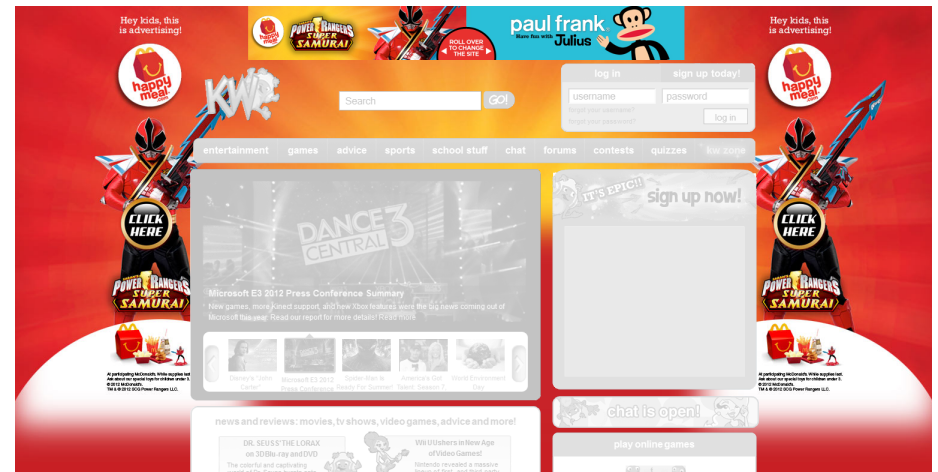
See Details & Requirements, Page 3



IN CONTEXT



RESKIN CHANGE



RESKIN CHANGE

DETAILS & REQUIREMENTS

UNIT DIMENSIONS

COLLAPSED UNIT

Options include:

- 728x90
- 300x250
- 970x66

RESKIN

- See reskin templates

VIDEO SPECS

- N/A

ADDITIONAL DETAILS

- Each site may require separate reskin creatives

CREATIVE DESIGN

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

REPORTING METRICS

- Click-through
- Click-through rate

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