EVOLVE
MEDIA

Toggle Takeover

SPEC SHEET / V01.05.1823

Toggle Takeover is an immersive rich media unit that allows users to change the page reskin by clicking a call-to-action within a 970x250 banner, spawning a full immersive animation to display different creatives.
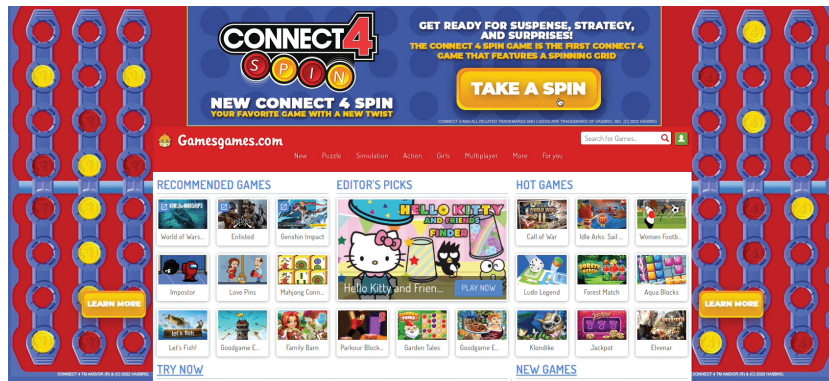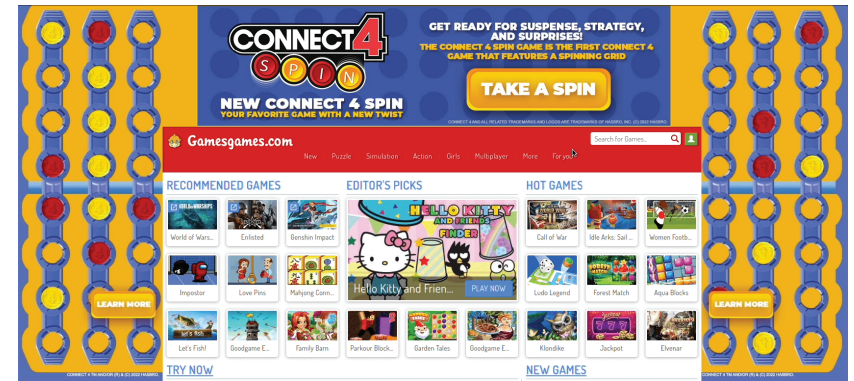
VIEW DEMO

NO TEMPLATE AVAILABLE
See Details & Requirements, page 3.

IN CONTEXT

BILLBOARD WIDESCREEN VIDEO

INITIAL STATE

TOGGLE CHANGE

UNIT DIMENSIONS

INITAL BANNER
- 970x250

RESKIN
- See reskin templates

VIDEO SPECS

- N/A

ADDITIONAL DETAILS

- Featured Video plays as a Billboard Banner

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

REPORTING METRICS

- Impressions
- Click-through
- Engagement Rate
- Interaction Rate
- Click-through Rate
- Reskin Hover
- Reskin Click

ASSETS REQUIRED

HIGH RES LAYERED SOURCE FILES
- Photoshop/Illustrator

FONTS
- TTF or OTF format

CREATIVE BRIEF / GUIDELINES
- Copy / Selling Points.
- Release messahing with Schedule
- Calls to Action
- Clicks-through URL(s)
- Legal / Rating Requirements

ALREADY-APPROVED CREATIVES
- Ad Units, Posters, etc.
- Key Art
- Product Image / Pack Shot
- Photos / Stills

VIDEO
- N/A