EVOLVE / MEDIA

VideoCast

SPEC SHEET / V02.01.0820

CROSS-DEVICE
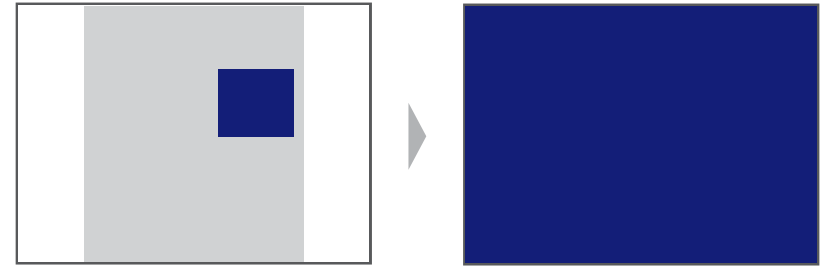
OVERVIEW: CROSS-DEVICE

VideoCast is a rich media ad unit that spawns from a 300x250. The 300x250 plays a 6-second teaser video with no sound. Expansion features a video that fills the entire screen and plays video with sound.
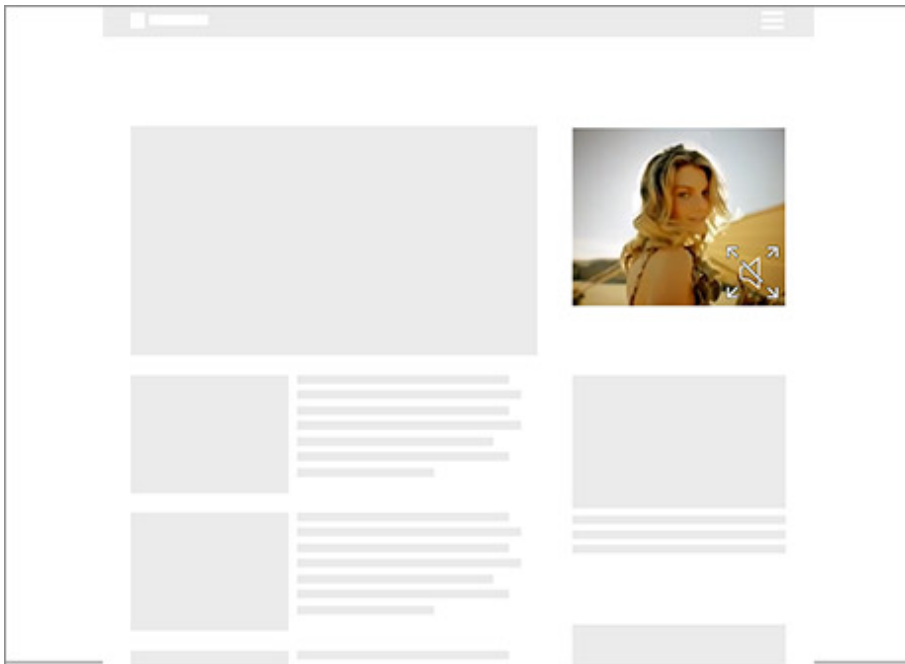
↗ **VIEW DEMO**   ⚙ **DOWNLOAD TEMPLATE**

IN CONTEXT

COLLAPSED UNIT

EXPANDED UNIT

UNIT DIMENSIONS

COLLAPSED UNIT
- 300x250

EXPANDED UNIT
- Full Screen

UNIT FLIE SIZE

- 1 MB initial load
- 6 MB max payload

VIDEO SPECS

COLLAPSED UNIT
- 300x250
- 15 seconds, max
  (Mobile: 6 seconds, max)
- Sound not allowed
- Video Player controls
  not allowed

EXPANDED UNIT
- Video size: 640x360,
  recommended
- 30 seconds, recommended
  (Mobile: 30 seconds, max)

ADDITIONAL DETAILS

- Expansion is rollover
- 0.3 second rollover delay
  required for expansion
- Close Button required on
  Expanded Unit
- Animation is not
  supported for either
  Collapsed or Expanded
  Unit

REPORTING METRICS

- Impressions
- Click-through
- Engagement Rate
- Interaction Rate
- Click-through Rate
- Video Completion 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
- Teaser video 970x300,
  if available
- 16:9 (widescreen)
  format, preferred
- 15-30 seconds
- 1080p resolution, preferred
- Video Codec: H.264