

EVOLVE / MEDIA

Waterfall

SPEC SHEET / V02.01.0619



DESKTOP / TABLET

OVERVIEW: DESKTOP / TABLET

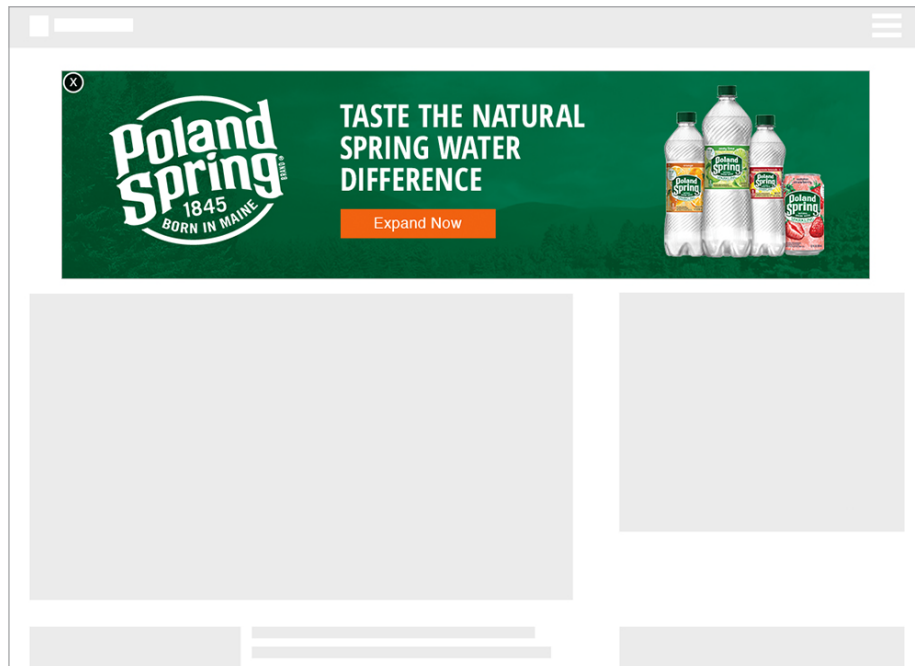
Waterfall is a 970x250 unit that appears on the page with the option to include 1, 2, or 3 expandable tabs. The expanded tabs appear over site content and can contain optional images, galleries, or video.

 [VIEW DEMO](#)

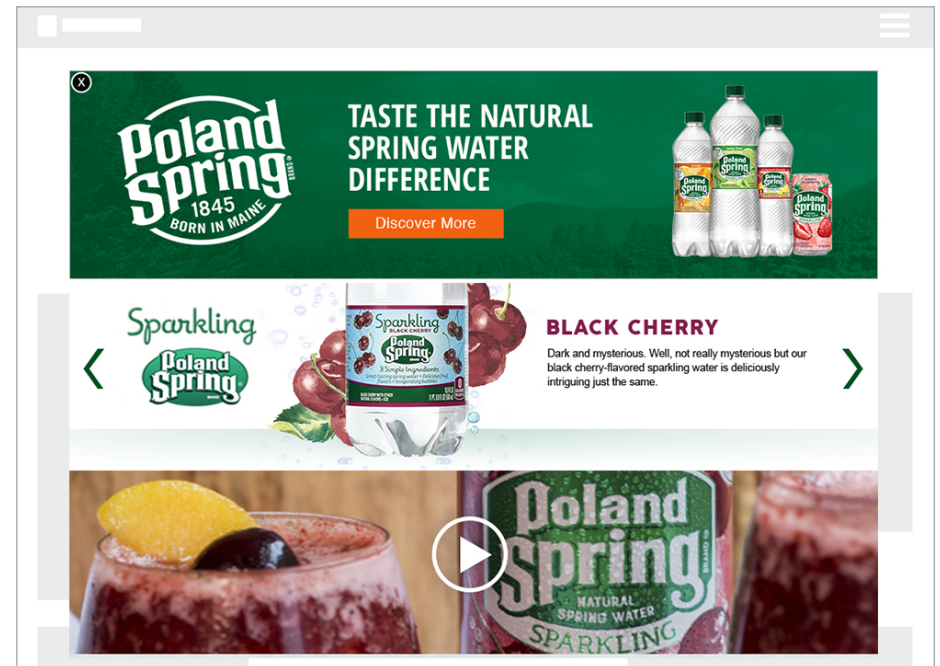
 [DOWNLOAD TEMPLATE](#)

IN CONTEXT

EXPANDED UNIT



COLLAPSED UNIT



DETAILS & REQUIREMENTS: DESKTOP / TABLET

UNIT DIMENSIONS

COLLAPSED UNIT

- 970x250

EXPANDED UNIT

- Height is 450.
- Width(s) can be any size as long as total width does not exceed 970.

COMBINED UNIT

The Collapsed Unit remains visible when Expanded Unit initiated.

- 970x700

ASSETS REQUIRED

LAYERED SOURCE FILES

- Photoshop / Illustrator

FONTS

- TTF or OTF format

VIDEO SPECS

PLAY LENGTH

- 15-30 seconds, recommended

PLAYER DIMENSIONS

- Dimensions variable. May be displayed in Initial Unit or Expanded Unit.

ADDITIONAL DETAILS

- Expansion may occur via 1, 2, or 3 tabs.
- Expansion tabs may only appear BELOW the Collapsed Unit
- Tabs may contain images, video, or text
- Tabs can be paginated like a gallery

REPORTING METRICS

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

CREATIVE BRIEF

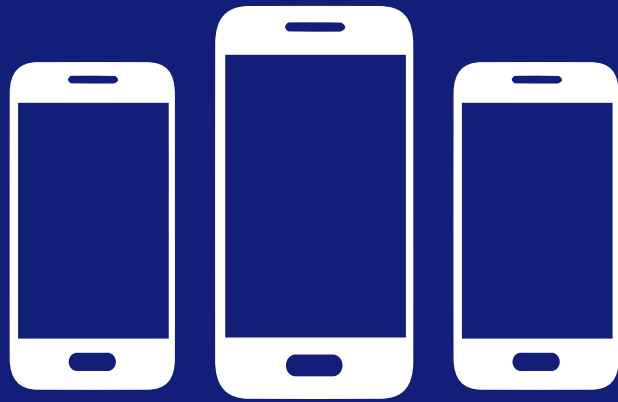
- Copy / Selling Points
- Release Messaging with Schedule
- Calls to Action
- Click-through URL(s)
- Legal / Rating Requirements

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



MOBILE

OVERVIEW: MOBILE

Mobile Waterfall is a 320x100 unit that appears on the page with the option to include 1, 2, or 3 expandable tabs. The expanded tabs appear over site content and can contain optional images, galleries, or video.



VIEW DEMO



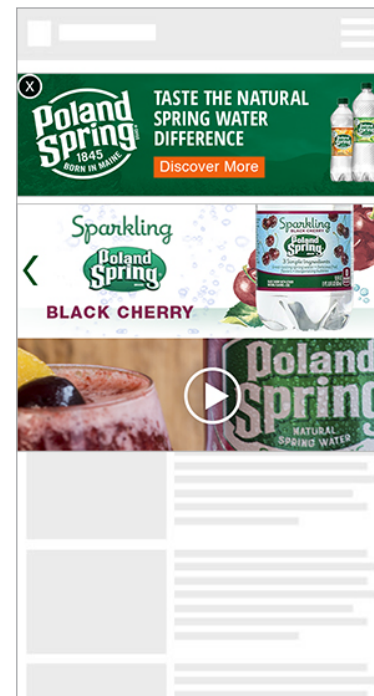
DOWNLOAD TEMPLATE

IN CONTEXT

EXPANDED STATE



COLLAPSED STATE



DETAILS & REQUIREMENTS: MOBILE

UNIT DIMENSIONS

COLLAPSED UNIT

- 320x100 (display size)
- 640x200 (actual size)*

EXPANDED UNIT

- 320x200 (display size)
- 640x400 (actual size)*

COMBINED UNIT

The Collapsed unit remains visible when Expanded Unit initiated.

- 320x300 (display size)
- 640x600 (actual size)*

* Mobile Units are designed at double dimension for HD-viewing on mobile devices.

ASSETS REQUIRED

LAYERED SOURCE FILES

- Photoshop / Illustrator

FONTS

- TTF or OTF format

VIDEO SPECS

PLAY LENGTH

- 15-30 seconds, recommended

PLAYER DIMENSIONS

- Dimensions variable. May be displayed in Initial Unit or Expanded Unit.

CREATIVE BRIEF

- Copy / Selling Points
- Release Messaging with Schedule
- Calls to Action
- Click-through URL(s)
- Legal / Rating Requirements

ADDITIONAL DETAILS

ABOUT THE TABS

- Expansion may occur via 1, 2, or 3 tabs
- Expansion tabs may only appear BELOW the Collapsed Unit
- Tabs may contain images, video, or text
- Tabs can be paginated like a gallery

ABOUT VIDEO

- Video plays in device's native video player
- User-initiated video auto-plays sound

ALREADY-APPROVED CREATIVES

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

REPORTING METRICS

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

VIDEO

- 16:9 (widescreen) format, preferred
- 15-30 seconds
- 1080p resolution, preferred
- Video Codec: H.264