BRANDED HERO

The Branded Hero is a high impact, edge-to-edge rich media banner that spans prominently across the top of CNBC web pages.

1900x280

File size (initial load) MAX: 200 KB Polite load: 1 MB

Branded Hero features include:

- Videos
- Showcase
- Polling
- DualStream
- Dynamic Creative
- Shoppable
- Parallax
- Lightbox

CREATIVE ASSETS & DELIVERABLES

Please provide any available creative or guidelines and raw assets listed below.

PHOTOSHOP or ILLUSTRATOR +

- HIGH QUALIY VIDEO | .MOV or .MP4 *(0:08 - 0:15 max)*
- HIGH-RES IMAGE | *1900-pixel width*
- FONT FILES

Clients that prefer to design the branded hero can find ad specs and the optional ad template below:

Creative Guidelines: http://tiny.cc/ipbh **Ad Template:** http://tiny.cc/bhtemplate

TIMELINE

The timeline below includes 2 rounds of client feedback (which will vary by client).

BUSINESS DAYS						
S	M	T	W	T	F	S
	START	1	2	3	4	
	5	6	7	8	9	
	10	11	12	END		

	TASK	OWNER	TURNAROUND
	SUBMIT CREATIVE ASSETS	CLIENT	0
	INITIAL MOCK-UPS	INTERPOLLS	2
	MOCK-UPS UPDATES & APPROVALS	CLIENT	3
	PRODUCTION - WORKING PREVIEW	INTERPOLLS	2
	FINAL REVIEW & APPROVALS	CLIENT	3
	DELIVER AD TAG - QA & SCHEDULING	NBCU AD OPS	2
	CAMPAIGN LAUNCH		0
	TOTAL BUSINESS DAYS TO LAUNCH		12

Interpolls turnaround time = 3-4 days

Supported Devices:

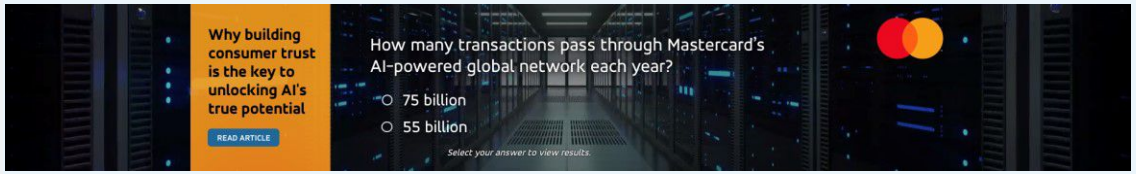
Click to view branded hero examples:



Select Sector SPDR | In-Banner Video



Credit Suisse | Full-Width Edge-to-Edge Video



Mastercard | Polling



Barclays | Podcast Audio Visualizer



Eaton Vance | Showcase

For questions or additional information: sales@interpolls-inc.com

interpolls