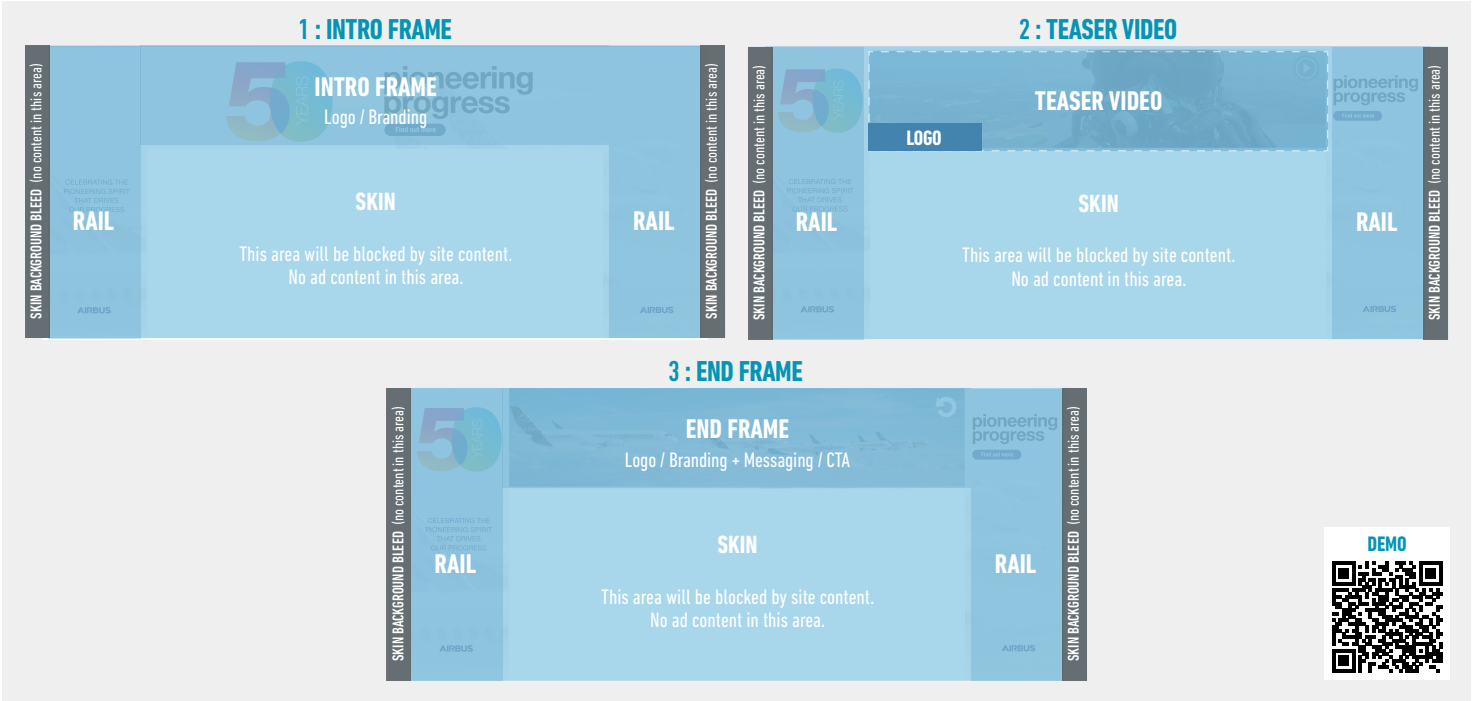
VIDEO CURTAIN

Devices Supported

The Video Curtain combines video with edge-to-edge background skin and rails. The high impact unit starts with large prominent branding (1), then with a curtain effect, opens a large teaser video that takes up the main space (2). After the teaser is done, it resolves back to strong branding and messaging (3). User interaction launches a full video experience within a floating Lightbox player.



To begin production of this unit, we will need the creative compositions for the three (3) breakpoints shown below. The delivered compositions should include logos, fonts, messaging, intro/end frame content and rail content along with teaser and user-play videos. If Interpolls will be handling the layout/resize of the creative, you may deliver the minimum required deliverables noted below.

Refer to illustrations to the right

SPECIFICATIONS	WIDE DESKTOP	NARROW DESKTOP	TABLET
Full Ad Dimensions	1900x800	1700x800	1600x800
Background Skin	1900x800	1700x800	1600x800
Left/Right Rail	250x800	150x800	No Rails
Teaser Video	1300x280	1300x280	1300x280
Logo	300x80	300x80	300x80
User Lightbox Video	1280x720	1280x720	1280x720

All three (3) Breakpoints are required for cross-device support

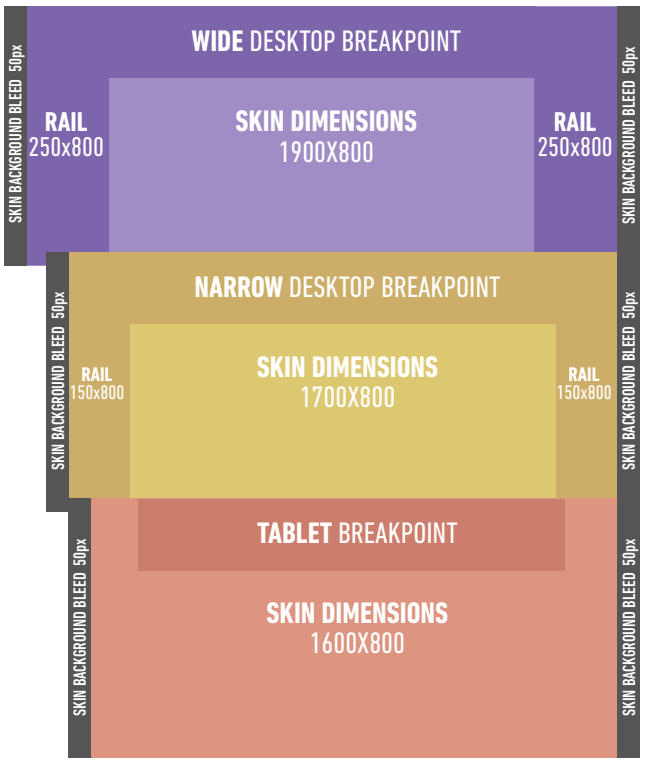
DELIVERABLES	
1300x280 Teaser Video	10-15 sec video, no audio, high quality **MOV/MP4**
1300x280 End Frame	Static video image or creative's **Photoshop PSD**
Wide Desktop Creative	1900x800 **Photoshop PSD**
Narrow Desktop Creative	1700x800 **Photoshop PSD**
Tablet Creative	1600x800 **Photoshop PSD**
User Lightbox Video*	30 sec video (max 1 min), with audio, high quality **MOV/MP4**
Logo*	300x80 **vector logo on transparent background**
Additional Assets*	Fonts, Ad Examples, Links, Guidelines
3rd Party Tracking Tags	(optional)

*Minimum required deliverables if Interpolls will be handling the layout/resize of the creative

TIMELINE	DESIGN	PRODUCTION
Interpolls Turnaround	1 day*	2 days**

NOTE: Timeline does not include client response time for feedback and approvals.

*Static mockups or updates within 1 business day once creative assets are received
**Live Preview produced within 2 business days after client approves static mockups



For additional information, please contact us at sales@interpolls-inc.com.

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