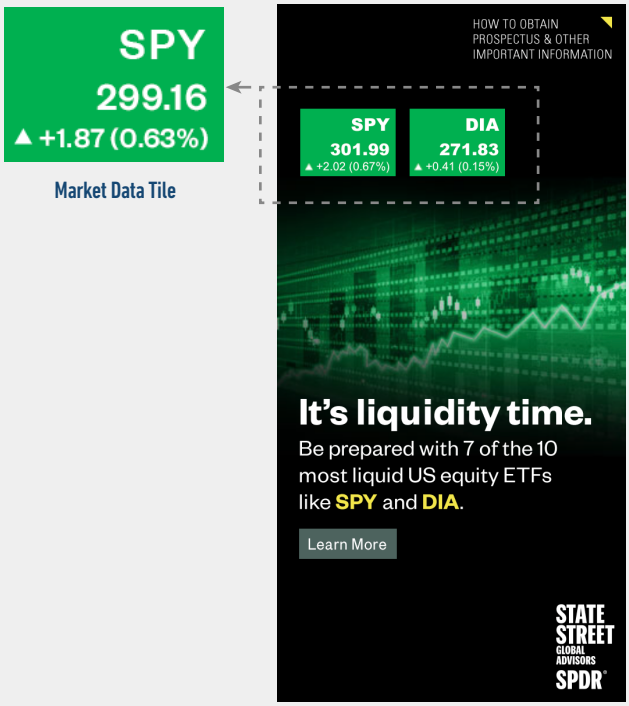
DYNAMIC MARKET

Devices Supported

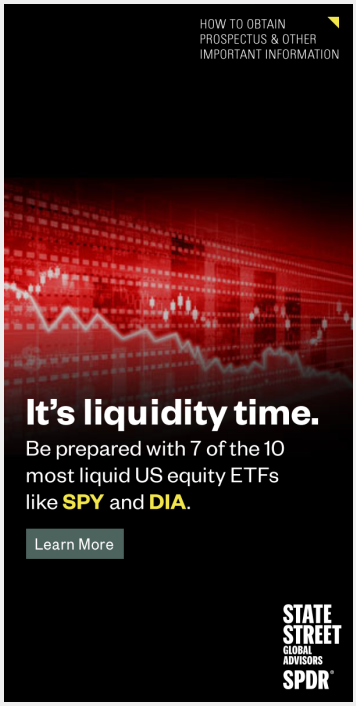
Real-time live market data may be implemented into any ad format that allows rich media features. Live market data for funds/stocks may be displayed within the unit with their ticker symbol, current/last trade price, change, and percent of change. In addition, the creative and/or messaging within the unit can be changed dynamically based on how a fund/stock is currently doing.

CONDITIONAL CREATIVES

UP MARKET



DOWN MARKET



DEMO

To begin production of this unit, we will need the creative composition along with the logos, fonts, and messaging along with teaser and user-play videos (if there will be video in the unit). If there will be multiple conditional creatives, please deliver a creative composition for each version.

If Interpolls will be handling the layout/resize of the creative, you may deliver the minimum required deliverables noted in chart on the right.

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

SPECIFICATIONS	
Market Data Tile	Recommended min 80x60px, max 120x90px
	1-5 ticker symbols may be added to the unit

DELIVERABLES	
Creative	Photoshop PSD
Teaser Video File	10-15 secs, no audio, high quality MOV/MP4
User-Play Video File*	30 secs, with audio, high quality MOV/MP4
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

interpolls