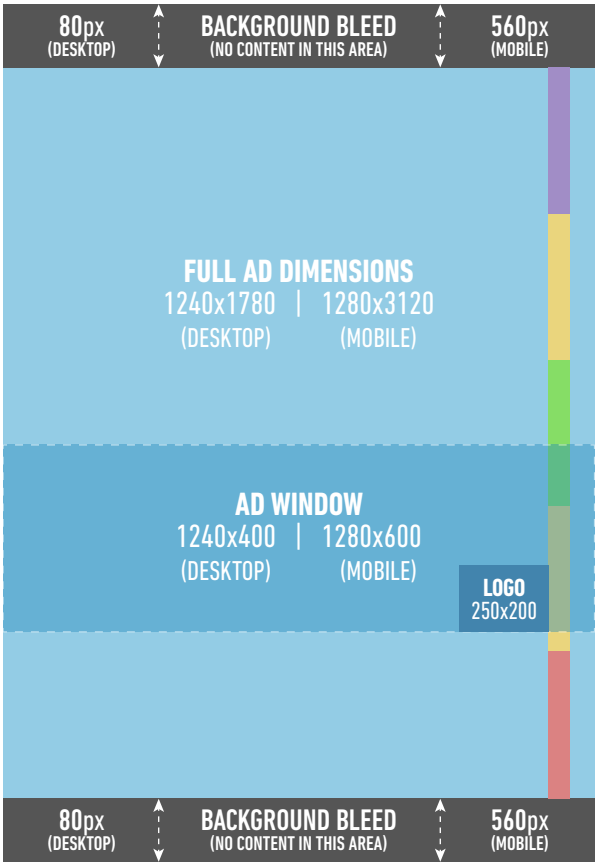
VIDEO REVEAL

Devices Supported

As a user scrolls down the page, the Ad Window moves up with the page content and progressively reveals the Reveal ad behind the page content.



The creative is one image, but should be designed for viewable consumption as the Ad Window reveals the creative from the bottom to the top (refer to illustration below). To begin production of this unit, we will need the Full Ad creative composition which should include logos, fonts, messaging, and. video asset file. If Interpolls will be handling the layout/resize of the creative, you may deliver the minimum required deliverables noted below.



VIEWABILITY – Refer to illustration to the left
Background bleed area is not viewable to users and should not have any content
The initial creative viewed from the bottom of the page and has the lowest visibility
Key sections with strong viewability for creative impact to grab the user's attention
The best viewability for ad content, as the ad is in the center of the page in full view
The end card of the creative viewable to all users as the ad moves off the page

SPECIFICATIONS	MOBILE	DESKTOP
Full Ad Dimensions	1280x3120	1240x1780
Background Bleed	560px (height)	80px (height)
Logo	250x200	250x200
Video	1280x600	1240x400
Ad Window (reference)	1280x600	1240x400

DELIVERABLES	
Mobile Creative	1280x3120 **Photoshop PSD**
Desktop Creative	1240x1780 **Photoshop PSD**
Logo*	250x200 **vector logo on transparent background**
Video File*	1280x600 and 1240x400 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

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

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