

## ELEMENT TAKEOVER SPECIFICATIONS

### OVERVIEW

The Unicast Element Takeover is a custom unit that we build according to each site's layout. The Element Takeover can be deployed from any in-page space and will be customized to cover only that content selected by the publisher. Because the ad takes over the whole screen, publishers generally frequency cap this ad; therefore, we build host- and user-initiated versions.

### FEATURES:

- High resolution streaming video adapted to page framework
- Host-initiated 'first view' expansion
- Replay option available
- Viral 'Pass-It-On' feature: emails video to friend

### BENEFITS:

- High-impact page-customized expandable ad unit
- Expands into site content panels, while maintaining page framework
- Increased Click-Through and Interaction Rates
- Click Through Rate User-Initiated '06: 1.5%\* (Host-Initiated generate 3-5% CTR's consistently)
- Large advertising canvas for video content
- Superior online video experience
- Frequency capping
- Host-initiated video be followed by user-initiated experience for subsequent views

### DESIGN SUBMISSION GUIDELINES:

- In order to build this unit, we need the following creative assets:

#### Pre-loader image

- The dimensions of the banner – this appears for a split second while the video caches

#### Pre-movie animation FLA and exported SWF

- This may be static or animated; it appears in the banner and runs prior to the expanded video – I'd recommend limiting the animation
- For the user-initiated version, we will need a call to action, such as "Play Video"

#### Video

- This should be provided to us as an uncompressed .AVI file or a tape
- We suggest keeping the length to 10 seconds or less – but this is subject to the publisher's specs. Often publishers will allow us to run a longer video (:15 or :30) for the user-initiated version

### **Post movie animation FLA and exported SWF**

- If you would like to include animation or an image in the final frame of the video, please provide us with that creative (we should discuss the size of this asset based on the site where the Element Takeover is served)

### Replay animation FLA and exported SWF

- This may be static or animated; it appears in the banner and runs when the video finishes playing
- It should include a call to action, such as “Replay Video”

### **Backup image for the banner**

- Served if a user doesn't have a Flash player installed or if the campaign exceeds the impression goal

### **Fonts**

- We'll also need any fonts used to create the Flash assets; Mac (.sit) or PC (.zip) is fine

### **DESIGN ASSET SUBMISSION GUIDELINES:**

Agencies have the option of delivering video asset(s) in two formats; digital or hard copy. Depending on the creative dimension of the advertisement, Unicast resizes the files to the proper size maintaining the standard aspect ratio of 4:3 or widescreen format of 16:9 (letterboxing may occur).

1. Ship Digi-Beta tapes to address listed below and clearly identify which video needs to be converted along with the starting and end time codes.

Metro Encoding

Attn: Unicast

4425 Riverside Dr. Suite 202

Burbank, CA 91505

Phone - (818) 558-7800

\*Please include your UPS/FedEx account number with address to have your tape returned

1. Digital Video Assets can also be uploaded to our FTP Site. Unicast accepts the following video formats:
  - Recommended Format: 640x480 Uncompressed .AVI (deinterlaced)
  - Other formats accepted: .WMV, .MOV, .MPEG

### **FTP ASSETS TO UNICAST:**

FTP: <ftp://ftp.unicast.com/>

Username: creative\_drop1

Password: nonplussed

Directory: please create a new folder and name appropriately

### **NOTIFY UNICAST**

- When you have completed uploading the file(s), please send a notification with the name and directory of the files to download to [creative@unicast.com](mailto:creative@unicast.com) and [clientservices@unicast.com](mailto:clientservices@unicast.com)

### **QA, REVIEW, AND APPROVAL**

- Unicast will review the creative and assemble the Flash files in the Unicast Ad Platform.
- When the creative is ready, the Unicast client services representative will send the preview links for review and approval.
- Once approved, the client services representative will send an ad tag to the publisher.