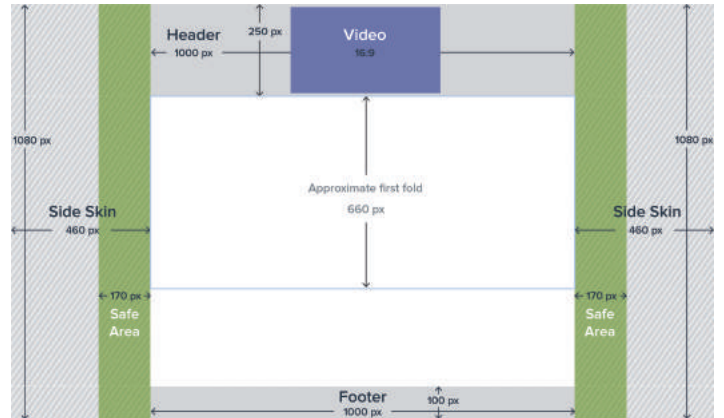


Backstage Video



Format: TruSkin
Platform: Desktop

Dimensions (Width x Height):
Header: 1000px X 250px
Footer: 1000px X 100px
Side Skin Right: 460px X 1080px
Side Skin Left: 460px X 1080px



ASSETS REQUIRED

Background

Video: 16:9 aspect ratio

Header

Logo: 242px X 62px
Video: 537px X 381px (16:9 aspect ratio)

Side Skin Right

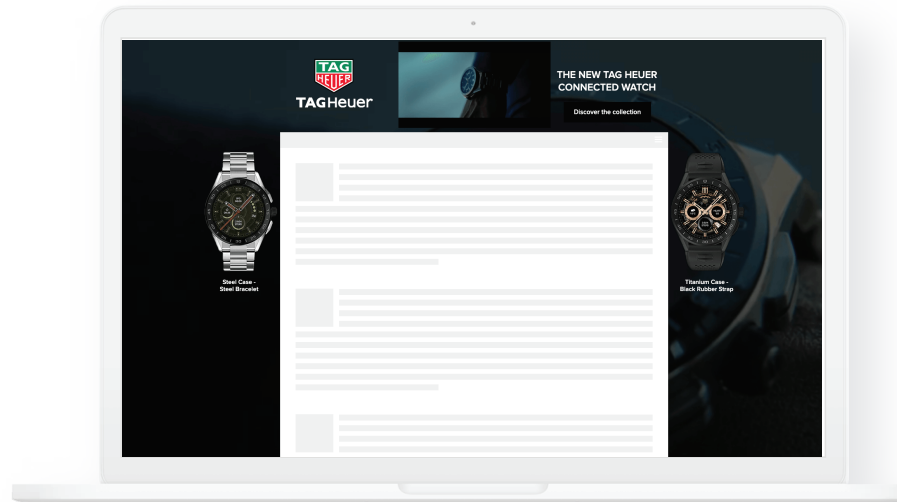
Image: 205px X 331px

Side Skin Left

Image: 203px X 327px

Footer

Logo: 276px X 57px



NOTE

- You can only add text, button, image and hotspot.
- You can replace an element with an asset of the same file type.
- Preview the creative to experience the interactivity.
- Animate option is enabled only for button, text and image.
- We don't recommend applying an Animation effect to a pre-animated element.
- A pre-animated element cannot be scaled, moved or subjected to any other property changes.

BEST PRACTICE



Choose the right file format for images - JPG, PNG, GIF



Encode the video file in the H.264 codec



Keep image size to maximum 500 KB

2X

Always design twice the size for retina displays



Use web-safe WOFF font format

T

Make sure the font size for key messaging is not less than 14px