BRANDED HERO

The Branded Hero is a high impact, edge-to-edge rich media banner that spans prominently across the top of CNBC web pages.

CREATIVE ASSETS & DELIVERABLES

Interpolls managed services is our full-service offering from design, production, trafficking ad tags to ad-serving and optimizations. After submitting assets, the client will only need to review and approve to launch their ad campaign.

To get started, please provide raw assets and include as many of the items listed below in an editable Photoshop or Illustrator file:

Ps PSD Ai AI

- High-Res Imagery
- High Quality Video
- Font Files
- Vector logo
- Call-to-action
- Ad copy or tagline

TIMELINE

Interpolls requires 3-4 business days to design and produce previews, while NBC News requires 5 business days to QA and schedule the ad tags for launch.

CALENDAR VIEW

BUSINESS DAYS

S	M	T	W	T	F	S
	START	1	2	3	4	
	5	6	7	8	9	
	10	11				

ROLE	CAMPAIGN STAGE	TURNAROUND
Advertiser	Submit Creative Assets	
interpolls	Initial Mockups	+1
Advertiser	Review and Feedback	+1
interpolls	Production Preview	+2
Advertiser	Final Approvals/Traffic Tags	+1
CNBC	QA	+5
	Launch	

Clients that prefer to design the branded hero can find ad specs and the optional ad template below:

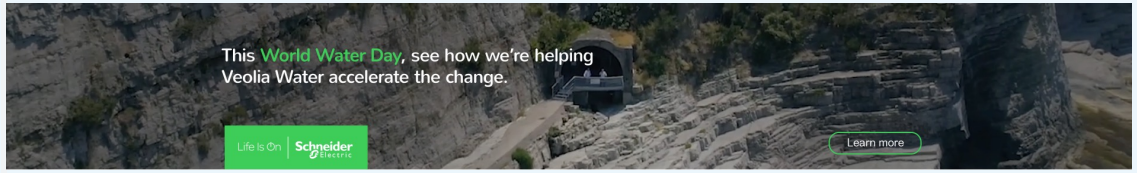
Creative Guidelines: http://tiny.cc/ipbh **Ad Template:** http://tiny.cc/bhtemplate

Click to view branded hero examples:

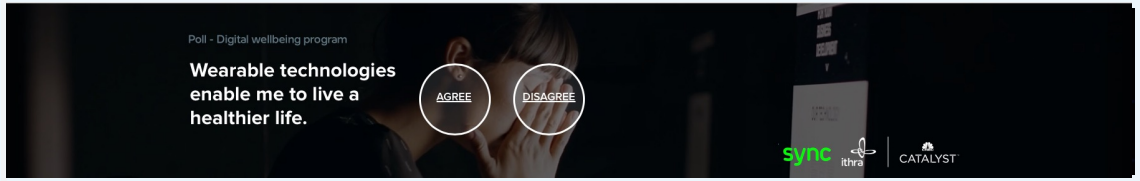
Supported Devices:



PIF New Murabba | **Video Showcase with Hotspots**



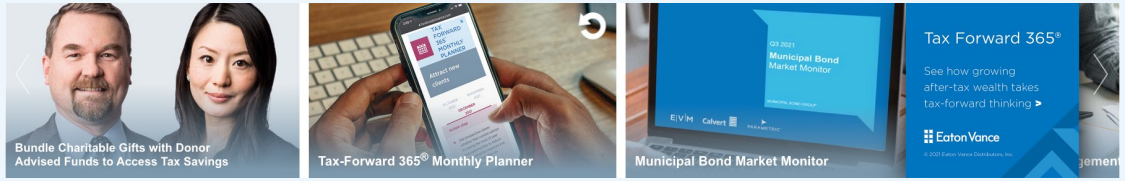
Schneider Electric | **Full-Width Edge-to-Edge Video**



Ithra Digital Wellbeing | **Polling**



Barclays | **Podcast Audio Visualizer**



Eaton Vance | **Showcase**

For questions or additional information: sales@interpolls-inc.com

interpolls