CUSTOM BILLBOARDS

Custom Billboards are standard 970x250 billboards that are feature rich ad formats primarily serving to desktop in the prominent leaderboard ad slot at the top of each page.

CREATIVE SPECS & 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

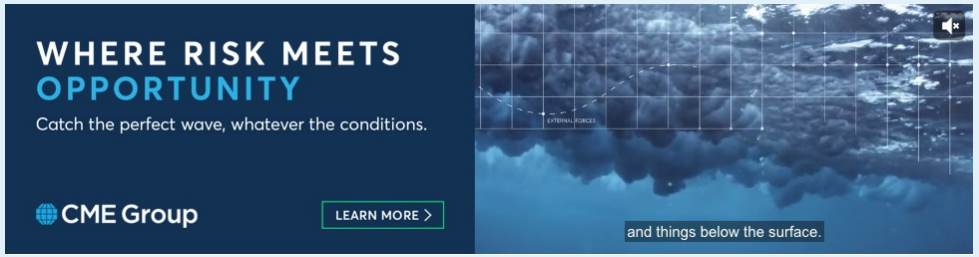
Interpolls requires 3-4 business days to design and produce previews, while NBC News requires 5 business days to QA and schedule the ad tags for launch.

CALENDAR VIEW							ROLE	CAMPAIGN STAGE	TURNAROUND
BUSINESS DAYS									
S	M	T	W	T	F	S			
							Advertiser	Submit Creative Assets	
							interpolls	Initial Mockups	+1
							Advertiser	Review and Feedback	+1
	START	1	2	3	4		interpolls	Production Preview	+2
	5	6	7	8	9		Advertiser	Final Approvals/Traffic Tags	+1
	10	11					CNBC	QA	+5
								Launch	

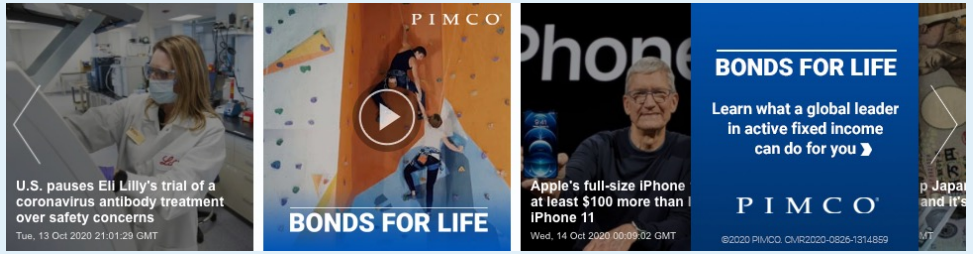
Clients that prefer to design the billboard can find ad specs and the optional ad template below:

Creative Guidelines: http://tiny.cc/bbspecs **Ad Template:** http://tiny.cc/bbtemp

Click to view billboard examples: **Supported Devices:**



CME Group | **Half Banner Video**



PIMCO | **Dynamic Reel**



Goya | **Dynamic Polling with Showcase**



Luxury Portfolio International | **DualStream (Video + Showcase)**

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

interpolls