IMMERSIVE MID-RESPONSIVE

As a user scrolls down the page, the immersive is revealed as the ad window moves up with 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 top.

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:

PSD AI

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

TIMELINE

Interpolls typically 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.

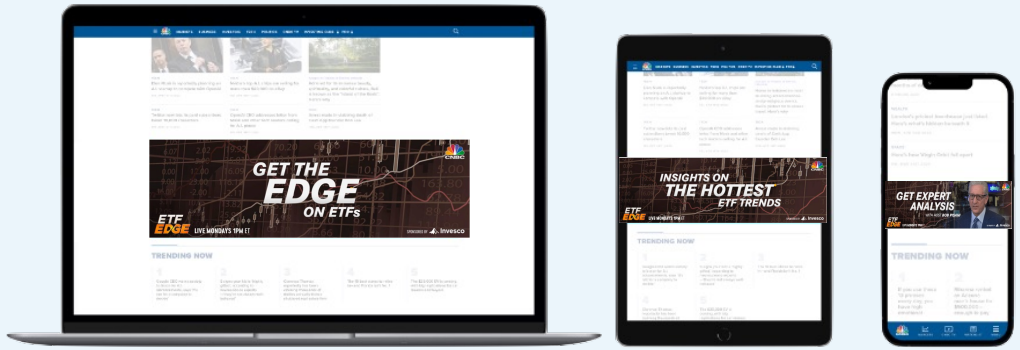
CALENDAR VIEW	ROLE	CAMPAIGN STAGE	TURNAROUND
BUSINESS DAYS	Advertiser	Submit Creative Assets	
S M T W T F S	interpolls	Initial Mockups	+1
START 1 2 3 4	Advertiser	Review and Feedback	+1
5 6 7 8 9	interpolls	Production Preview	+2
10 11	Advertiser	Final Approvals/Traffic Tags	+1
	CNBC	QA	+5
		Launch	

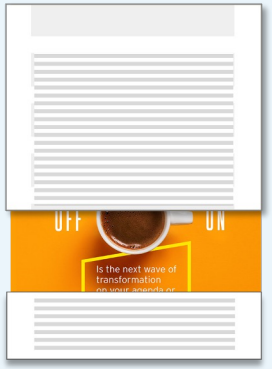
Clients that prefer to design the immersive can find ad specs and the optional ad template below:

Creative Guidelines: http://tiny.cc/immersive

Click to view examples:

Supported Devices:

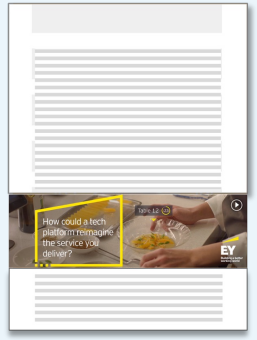




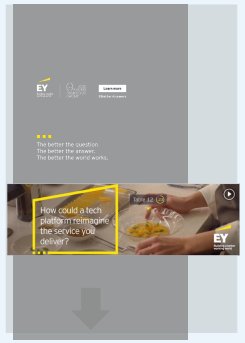
FIXED VERSION



EY | STATIC IMMERSIVE



OVERLAY VERSION



EY | VIDEO IMMERSIVE

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