VIDEO WALLPAPER

The Video Wallpaper is a high impact rich-media ad format that immerses the user with an advertiser's brand and the CNBC Homepage across all devices.

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	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	

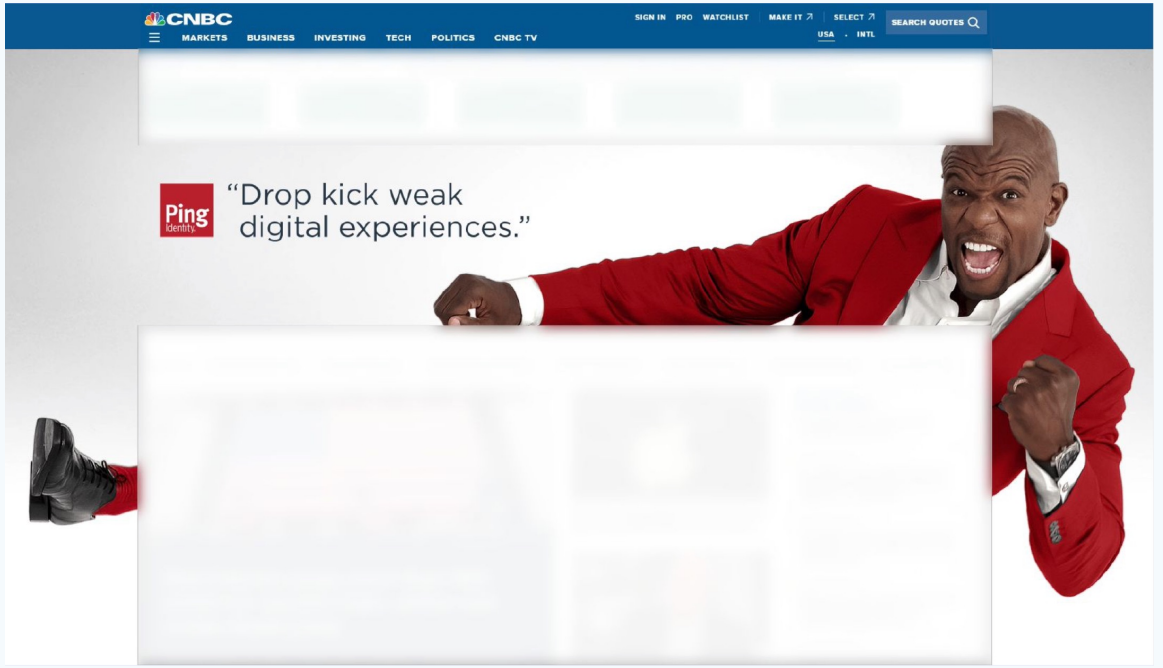
S M T W T F S
START 1 2 3 4
5 6 7 8 9
10 11

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

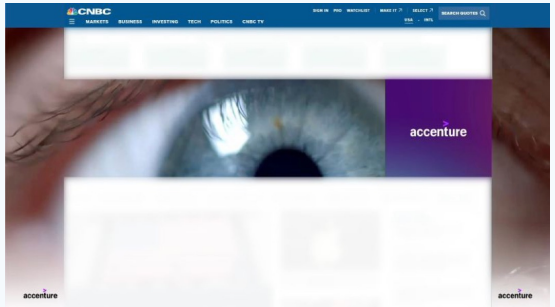
Creative Guidelines: http://tiny.cc/cnbc-hpto **Ad Template:** http://tiny.cc/cnbcwallpaper

Click to view video wallpaper examples:

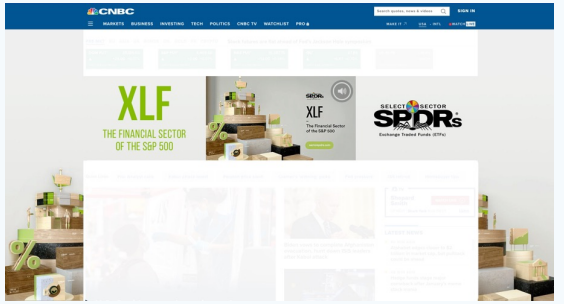
Supported Devices:



Ping Identity | **Animated Wallpaper Skin**



Accenture | **Video Wallpaper Skin**



Select Sector SPDR | **Static Wallpaper Skin**

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

interpolls