collective
digital brand solutions™

SUPPLIED DESIGN AND COLLECTIVE BUILD SPECS

WANT US TO BUILD FROM YOUR DESIGNS?

Once we have the booking our Production Manager will contact you to arrange a kick-off call to discuss campaign objectives, assets, build, tracking and timelines.

Desktop HIT Design

Our HIT dimensions are 2540x1500. Anything outside of these dimensions will bleed to a single colour (please advise your preferred colour). This can be applied as a gradient fade or a solid border. The close button must be clearly visible at all times and not flush to the edges of the design.

HIT Design Mobile

- We recommend an intro animation of no longer than 5 seconds
- **Landscape** 1800x1400 (background) 1280x646 (safe area)

  Portrait 1800x1400 (background) 768x1230 (safe area)

HIT Design Tablet

- We recommend an intro animation of no longer than 5 seconds
- **Landscape** 3200x3200 (background) 2048x1288 (safe area)

  Portrait 3200x3200 (background) 1536x1800 (safe area)

Desktop REM: Rich Expandable Media

- Expands from an MPU (300x250), Wide Skyscraper (160x600) and Leaderboard (728x90) as standard
- We also have premium pre-expand options available (300x600 and 970x250). Please speak to your sales rep for prices

- The CTA on the pre-expand must clearly sign post to the user that it will expand and not click through e.g. "Expand to Discover" rather than "Discover More"
- Our pre-expand banners allow an initial 15 seconds of muted video or animation. We advise a static end frame summarising the offer
- The expand panel should not be larger than 900x600px. This can be any shape
- The close button should be on the top right hand corner of the expanded unit
- A video can auto-play once expanded on mute. The user can then click an unmute symbol to replay the video with sound from the start
- Functionality available but not limited to: Multiple Video, Product Carousel, Image Gallery, Social click out buttons
- Initial load should be no more than 40K Subsequent File Size 2.2MB

Mobile Rich Expandable Media (Newsflash)

- The pre-expand for this contains up to 140 characters of scrolling text using a web safe font and a brand logo (max 100x50px)
- The background must be one colour, as with the copy. Please provide the Hex code for these
- The expand is 320x416. This can include videos and carousel.

We ask to view initial concepts before they are fully approved to check functionality. Final designs should be supplied as layered files.