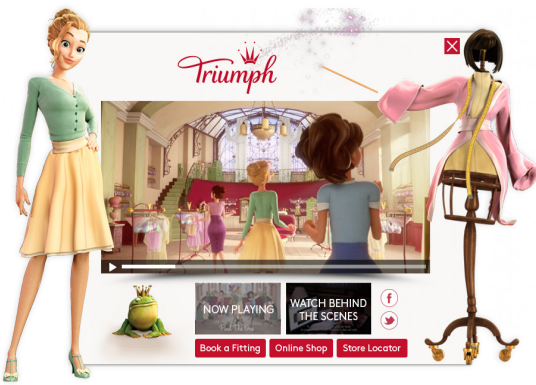


RICH EXPANDABLE MEDIA (REM)

LOOKING FOR A HIGH IMPACT ENGAGEMENT UNIT?

An engaging rich media format tailored to the advertiser's needs. Exclusive publisher networks allow us to deliver bigger creatives, with attention grabbing features.



Bespoke. Just for you.

Pre-Engagement

The pre-expand banners are available in 3 ad sizes as standard and are delivered through standard ad slots. Big formats are available at a premium rate. They commonly feature video or animation to effectively catch the user's eye and trigger a launch of the expand unit.

Features

- Initial 15 seconds of video or animation
- Animation to trigger expand launch
- Static end frame summarising offer
- 300x250, 728x90, 160x600
- Big Formats - 300x600 and 970x250

Engaged

The expand is a custom designed and built rich media unit that can feature a huge variety of elements promoting strong engagement times with your brand. We are not confined to a standard rectangle shape, we encourage advertisers to use disruptive borders adding visual interest.

Features

- Expand - Maximum of 900x600px
- Disruptive borders
- Expand animations & transition effects
- Video content
- Image gallery functionality
- Product carousels
- Social media links
- Custom features - feeds or games etc