



USER EXPERIENCE

The Brandscape provides a client with a large scale ad unit that occupies a prominent horizontal space between the site navigation and the content of the web page. It also seamlessly extends around the edges of the page content as a background giving a advertisement a “takeover” feel. The ad unit cannot have motion such as video or graphic animations but allows for minor animation such as button rollovers.

The Brandscape should be used when a singular message or branding as the primary objective. The Brandscape can also be combined and interact with a 300x250 ad unit.

AD SPECIFICATIONS

DIMENSIONS

994x175 pixels, full width page background

FILE SIZE

- 150k total initial download for all assets
- Up to 2.2MB polite download after full page download complete.

ANIMATION

- The only animation allowed for Brandscapes are rollovers effect on buttons and other very minor, user-engaged animations.

VIDEO

- Brandscapes do not allow video

AUDIO

- Brandscapes do not allow audio

STORYBOARD

These diagrams illustrate the placement of the Brandscape in-page. The max height for the background image is 800px high and 1400px wide.

