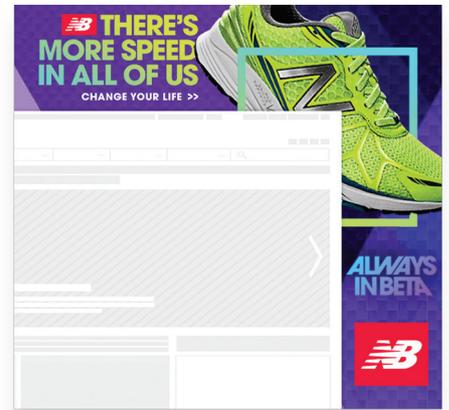


PRODUCT OVERVIEW

Pageskin Plus - smartphone

Pageskin Plus has been optimised for smartphone devices. Fast-loading and built in HTML5, large top and right-hand frames provide an impactful, creative space to amplify your campaign message. The product can incorporate campaign videos, rich-media assets and multiple calls-to-action.

The campaign assets scroll the page with the user, remaining in view throughout their browsing session and increasing opportunities to interact with the campaign. On click, users have the option to play the video full screen. Pageskin Plus is zoom-able and fully optimised towards touch and gestures.



Features

- Responsive creative which adapts to page width
- Scrolling side which keeps branding in view all the time
- Supports basic animation
- Click-to-Site & Click-to-Video CTAs supported
- Larger top frame than Pageskin Edge to show more branded content
- Video support enabled

Asset Requirements

- Corporate and/or advert specific fonts in PC format
- Vector or high resolution company/brand logos (.ai, .eps, .png, .jpg, .psd)
- Any high resolution press shots or assets from the current advertising campaign - layered PSD or Illustrator files
- Product pack shots (if applicable)
- Any video asset should be pre-edited and of suitable length (Formats other than MP4 will be transcoded & optimised)
- Any tag lines or specific copy that needs to be incorporated in the advert
- Legal copy that needs to be visible
- Video duration up to 30 seconds

Inskin also accepts finalised and approved layered .psd or layered Illustrator files, in such cases the design phase is bypassed.

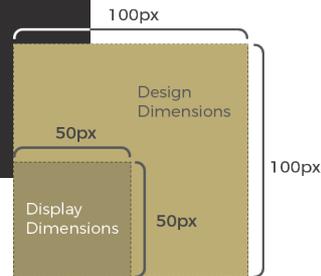
Alternatively, example .jpg(s) containing a draft layout can be supplied to help steer the design phase.

Tracking

- A 1x1 secure tracking pixel to count impressions
- A stand-alone click command loading the destination page

If applicable, additional interactions can be tracked. This must be agreed at the point of sale and any additional click tracking should be clearly labelled when provided. Tracking needs to be secure (https).

Please note this creative requires 10 working days after receipt of all assets.



- All assets must be provided according to the Design Dimensions on the bottom
- Please note the creative will display at half the size of the Design Dimensions, but at a higher resolution (refer to image on the left)

