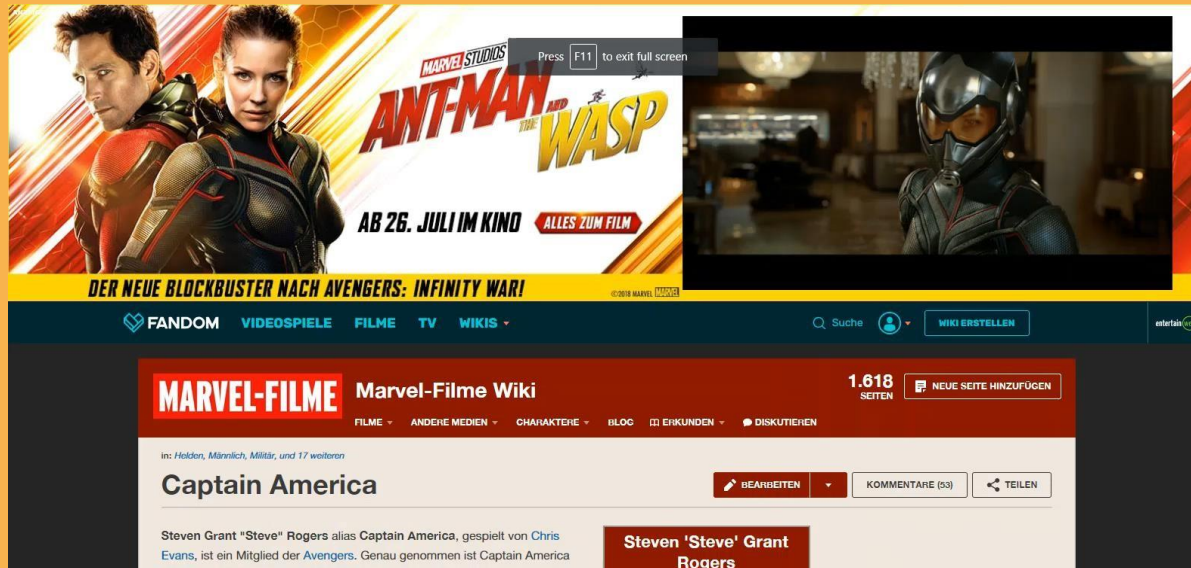# Cross-Platform
VIDEO FAN TAKEOVER
(Autoplay)

Impact Unit (Desktop & Tablet):

Dimensionen: 1600x400

Resolve Unit (Desktop & Tablet):

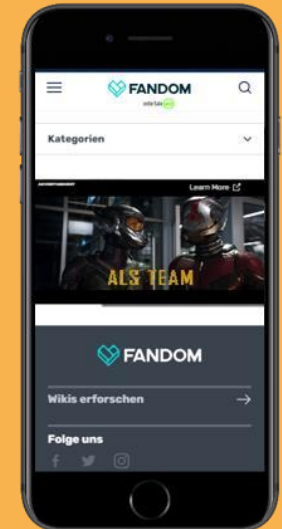Dimensionen: 1600x160

Video Dimensionen: 1920x1080

Impact Unit (Mobile):

Dimensionen: 640x360

Resolve Unit (Mobile):

Dimensionen : 640x213

Video Dimensionen: 1920x1080

Cross-Platform
VIDEO FAN TAKEOVER
(Click-to- Play)

Impact Unit (Desktop & Tablet):

Dimensionen: 1600x400

Resolve Unit (Desktop & Tablet):
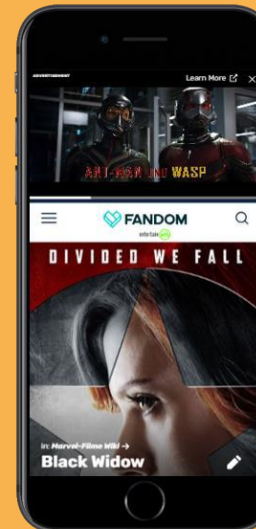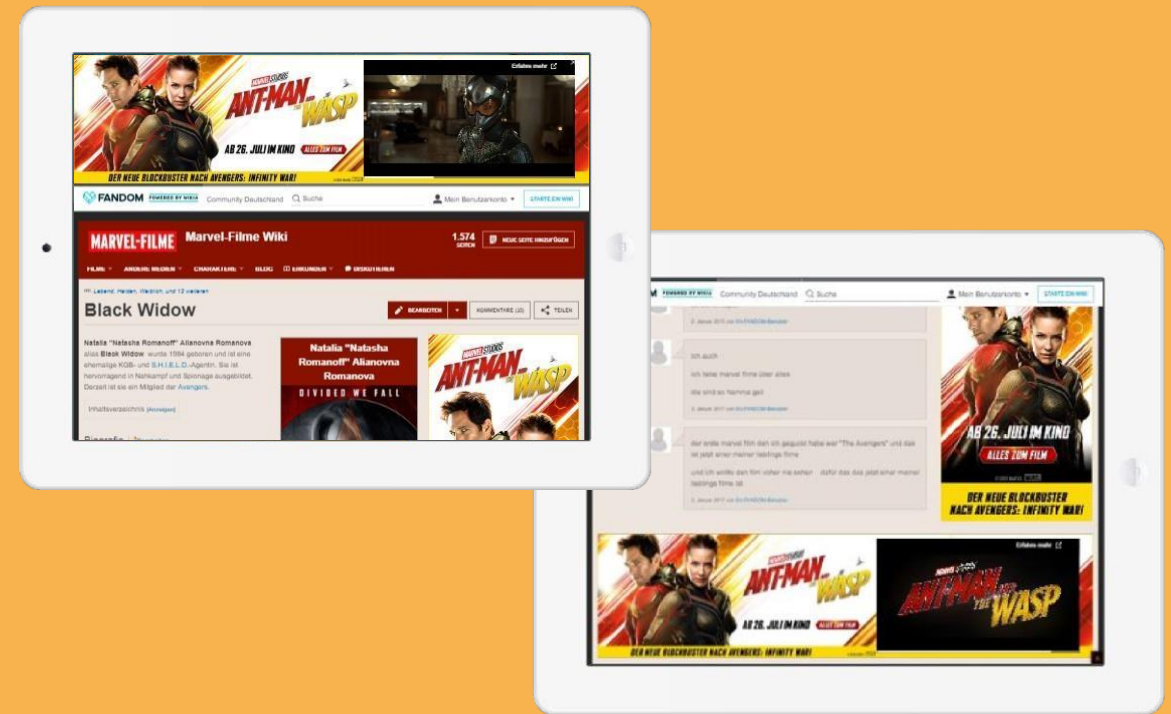
Dimensionen: 1600x160

Video Dimensionen: 1920x1080
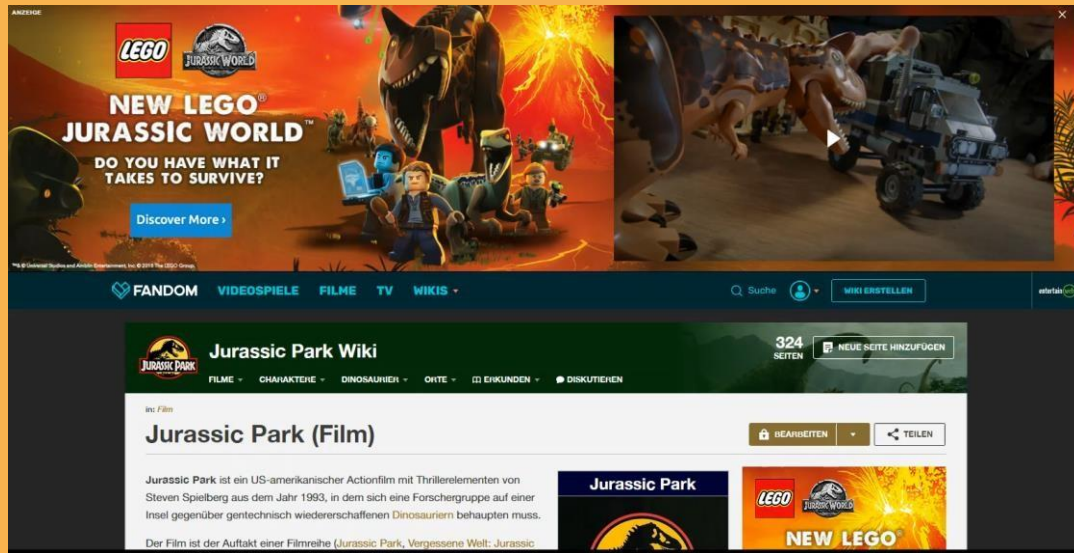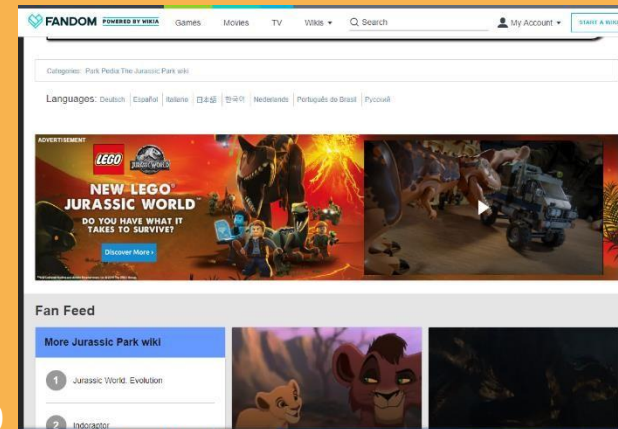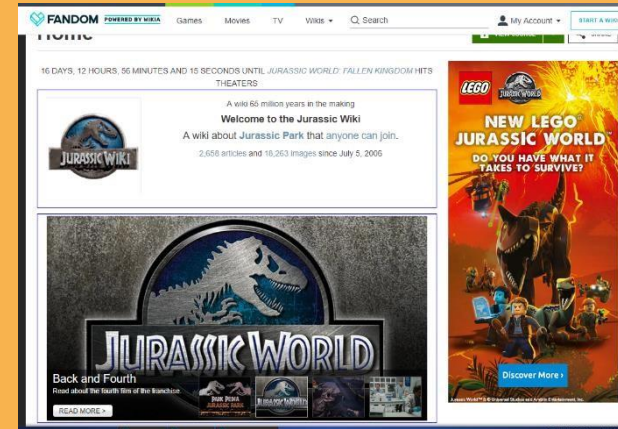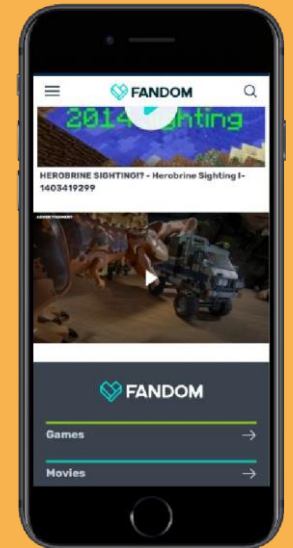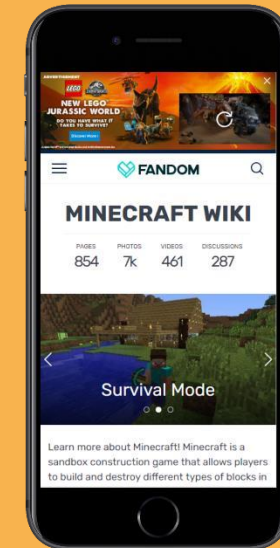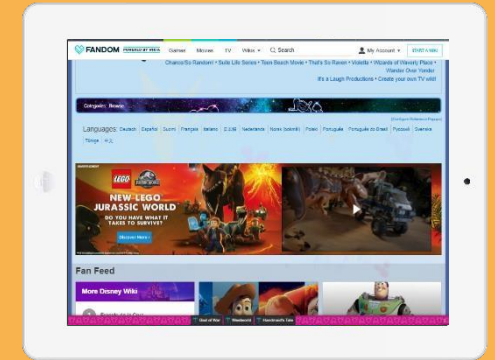
Impact Unit (Mobile):

Dimensionen: 640x360

Resolve Unit (Mobile):

Dimensionen : 640x213

Video Dimensionen: 1920x1080

VIEWABLE VIDEO FAN TAKEOVER (Impact Ads & Companion Units)

- Impact Ad: 1600x400 - Desktop/Tablet (physically as open, layered PSD file)
- Impact Ad: 1600x160 - Desktop/Tablet (physically as open, layered PSD file)
- Impact Ad: 640x360 - Mobile (physically as open, layered PSD file)
- Impact Ad: 640x213 - Mobile (physically as open, layered PSD file)
- Impact Ad: Video (Dimension: 16:9 (1920x1080), max. Duration: 30 sec., max File Size: 512M) (physical)
- Companion Unit: 300x600 - Desktop/Tablet (physically as open, layered PSD file)
- Companion Unit: 300x250 - Mobile (physically as open, layered PSD file)
- 1 × 1 Impression und Click Tracker

To the Impact Ads:

Via the link https://drive.google.com/open?id=1oQPWnPdiaW5wDhN_VcjaSL0tyc0rpSXW you can download a PSD template for the creation of these formats.

The Impact and Companion Units must be provided as physical files, if possible as open, layered PSD files.

The video (best 15" or max. 30", Full-HD 1080p file) will be included in the Impact Ads. Please make sure that the right area of the Impact Unit 1600x400 is free for the integration of the video and not occupied with creative elements.

Note Mobile Unit

The 640 x 360 Mobile format is for the transition from 640x360 video to 640x213 banners. Here it is shown very briefly and therefore we recommend to extend the 640x213 banner simply to the size 640x360.