

EGGM BI

---

*Spec Sheet*

# What we *offer*

## What we offer

*We use branded imagery and messaging to invite the user to interact across multiple screens which include the following both iOS and Android platforms. Our ad offering comes in a range of options, featuring Banners, Expandables and Intertitials.*

### Banners

Banners once tapped can open any kind of external service or site.

### Expandables

Expandables consist of two ad units, a banner unit and an expanded unit. When the banner unit is tapped, the banner animates to the expanded unit. Expandables support multiple ad features and pages and offer interaction rates and engagement metrics.

### Intertitials

Intertitials are full-screen ad panels that appear before, after, or in-between content pages. Intertitials offer a full canvas to incorporate engaging features, while capturing key metrics such as engagement and interaction rates.

## Our Components

*The below list of standard components is available to use on your campaign. Please contact us for further custom functionalities.*

### Video

Deliver both entertaining content and a powerful message with video.

### Animation

Bring the design to life with appealing animations that will enhance both viewer engagement and overall performance of the ad.

### Social Media

Initiate and encourage interaction with your target audience whilst building a social community and amplifying awareness of your brand.

### Downloadable content

Treat your audience to some free, branded materials to take away, such as vouchers and wallpapers.

### Location Services

Drive users further down the purchase funnel by increasing visibility and making it easier for them to locate you.

### Data Collection

Drive high customer acquisition rates by adding data collection forms.

### Gaming

Capture your users' attention by engaging them with interactive games.

# What we need from *you*

## What we need from you

*We are here to help with any questions about your campaign. Please contact us with questions regarding process, design, build, tracking, etc.*

## Required Creative Assets

Once tapped, banners can open any kind of external site or service.

### Design

Brand Style Guidelines. Vector Logo (.eps, .ai)  
Layered hi-res or vector image source files (.psd, .ai). Source files can be from micro-sites, print media, etc. Existing flash banners and source files (.fla)

### Animation

We accept most video formats but for best quality: Frame size 1280x720 (16:9)  
Formats: Quicktime .mov, mpeg4  
Codecs: H.264, DV/DVCPRO, Apple ProRes  
Bitrate: Minimum 15 Mbps per second

### Click outs

General click-out URL  
Specific click-out URL for individual calls-to-action

### Pre-approved copy

Any approved short form copy for guided interactions Full copy decks are always appreciated

### Fonts

Macintosh Compatible .OTF or .TTF formats

### What else?

Custom features may require additional assets which your CSM will help clarify

## Third Party Tracking

*We can track all of the impressions/engagements and any custom events with: 1x1 for Banner impressions, 1x1 for Banner engagements  
Click tags for all click through from the expanded unit*

## Third Party Surveys

Once tapped, banners can open any kind of external site or service.

### By Request

Eggmobi can run third-party market research surveys from companies such as Dynamic Logic.

### Exposed Group

Tracking/cookie tags can be implemented within the ad creatives

## Other Requirements

### Creative Direction

Brand/Campaign-focused guidelines provide us with a clear understanding of custom features, interactions and the campaign as a whole.

### Campaign Objectives

The more we understand your vision and objectives, the more we can do to meet them. What are the measurable objectives of your campaign? What should the audience take away from seeing your ad unit?

# Expandable *banners*

## Phone

### Banners

640x100px  
600x500px

### Expanded

640x920px portrait  
960x424px landscape



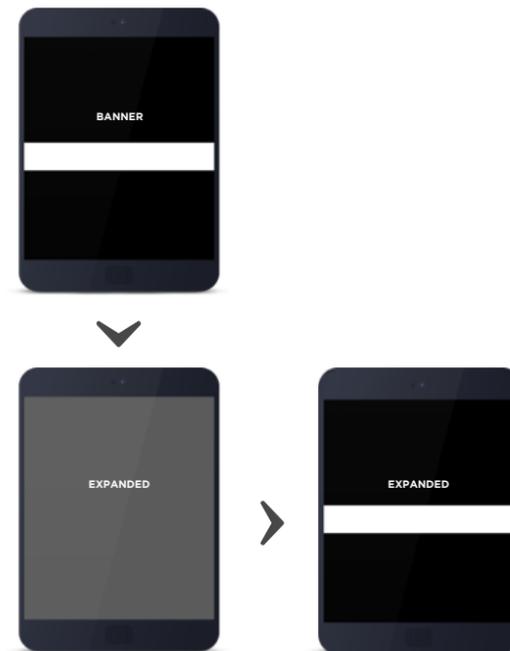
## Tablet

### Banners

1456x180px  
600x500px

### Expanded

1536x1800px - portrait  
2048x1288px - landscape



## Desktop

### Banners

1456x180px  
600x500px  
600x1200px

### Expanded

1456x630px (recommended)



# Expandable *reveal banners*

## Phone (Mobile web only)

### Intro

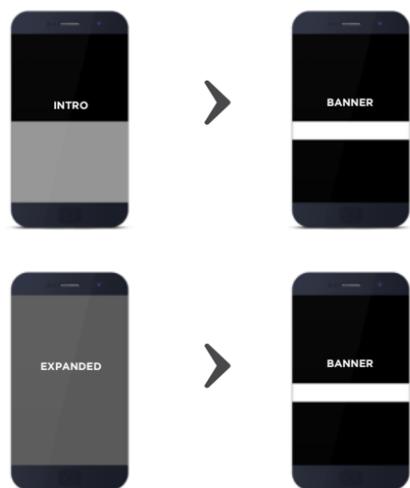
640x400px

### Banners

640x100px

### Expanded

640x800px



## Tablet (Mobile web only)

### Intro

1456x790px

### Banners

1456x180px  
600x500px (no intro)

### Expanded

1456x640px (most common)



## Desktop

### Intro

1456x790px

### Banners

1456x180px  
600x500px (no intro)

### Expanded

1456x640px (most common)

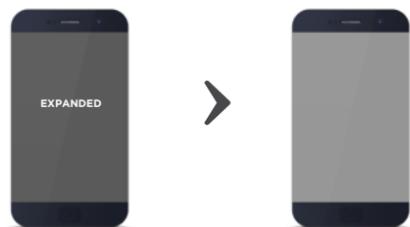


# Full screen *interstitials*

## Phone

### Interstitials

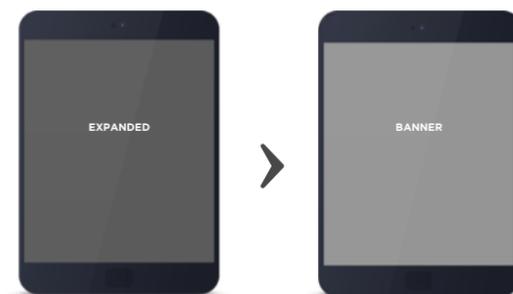
640x920px portrait  
960x424px landscape



## Tablet

### Interstitials

1536x1800px portrait  
2048x1288px landscape



# SWIFT *in-banner video*

## Phone

### Video

600x500px



## Tablet

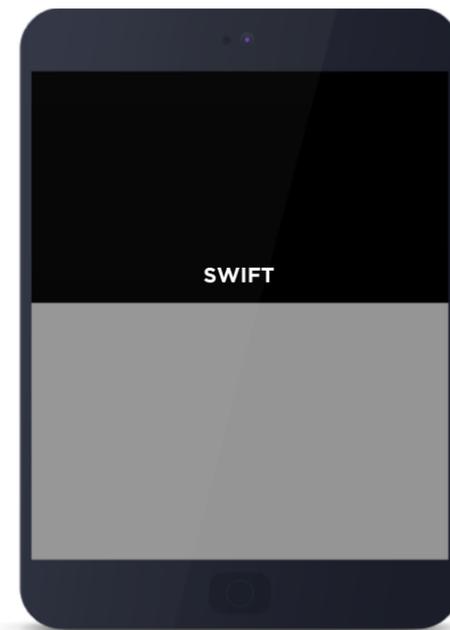
### Video sizes

*(1 or more sizes)*

600x500px

600x1200px

480x800px



## Desktop

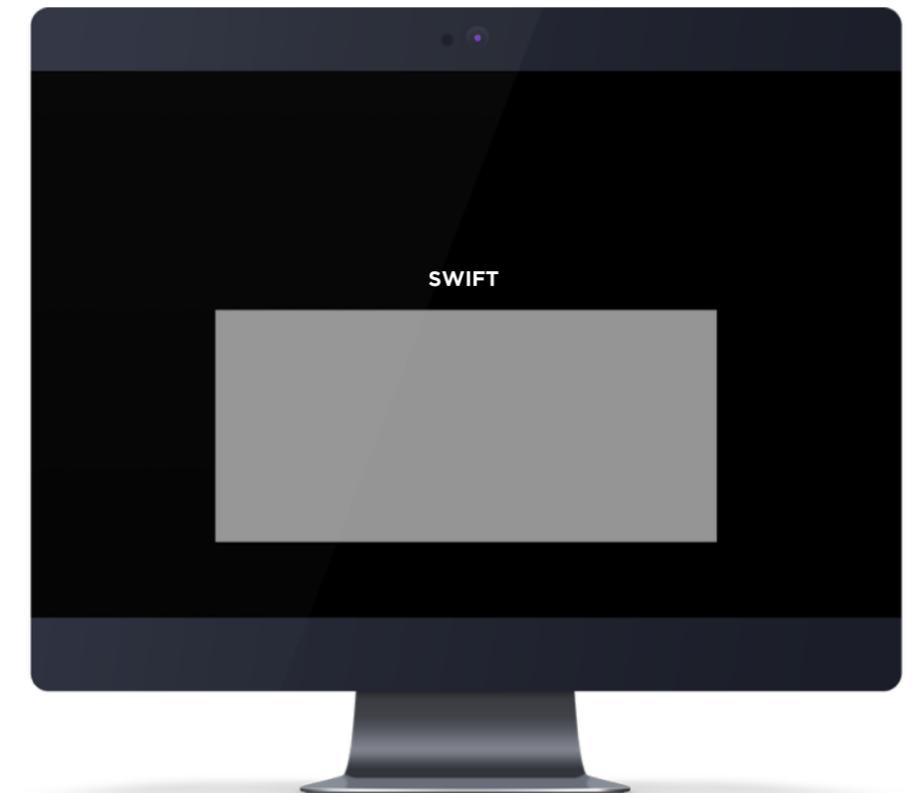
### Video

*(1 or more sizes)*

600x500px

600x1200px

480x800px



# SWIFT *360 video*

## Phone

### Video

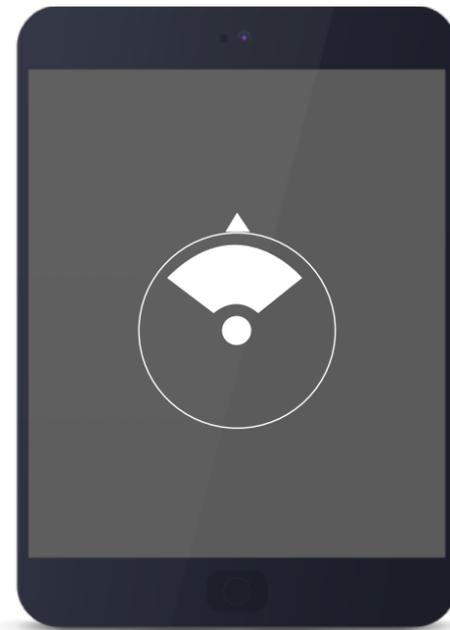
640x920px



## Tablet

### Video

1536x1800px



## Desktop

### Video

1120x630px



# SWIFT *vertical video*

## Phone only

### Video

640x920px

Please keep logo, text, CTA etc. inside the safe zone.

### Safe Zone

160px from top & bottom

108px from left & right

