

Overlay Specification

Ad Ops – October 2016

The client will need to supply a static image (GIF, PNG, JPG, etc.), this will then be uploaded through CheckM8.

The template displays the creative for 10 seconds; it will then fade to display the site.

Specs for creative to be supplied are as follows:

File type: Static Image

Dimensions: 640x480

Max File Size: 120KB

From the example below you will see that the Overlay has a close button, this will be added through the CheckM8 template.

The close button will be sit in the top right corner of the overlay – this sits 24px from the top, 21px from the right and is 30px in diameter, critical copy should not reside within this area.

