GANNETT
DIGITAL

Specifications & Style Guide

GRAVITY

WHAT IS GRAVITY?

Gannett's Gravity unit is the world's first IMAX-style advertising experience on the web. The advertiser's cinematic video is showcased within a fluid design, full screen ad unit.

Immersive. Captivating. Revolutionary.
That's Gravity.

See it in action!

HTTP://USAT.LY/TRANSFORMERS-GRAVITY

Experience the interactive Transformers example.

HTTP://USAT.LY/TRANSFORMERS-GRAVITY

HIGH PERFORMANCE

GRAVITY IS ENGINEERED FOR SUCCESS

*We provide a variety of interaction metrics through MOAT
and video completion metrics through Pointroll.*

Actual Gravity performance results on the Indianapolis Star:

| 750%	92%	>50%	50%	90%
INCREASE	**INCREASE**	**OF USERS**	**INCREASE**	**INCREASE**
in interaction rate compared to the IAB Billboard industry standard ad unit	*in interaction time compared to Gannett's pushdown ad unit*	*watched the video multiple times*	*in interaction rate compared to Gannett's pushdown ad unit*	*in attention quality compared to the IAB Billboard industry standard ad unit*

EASY FROM START TO FINISH
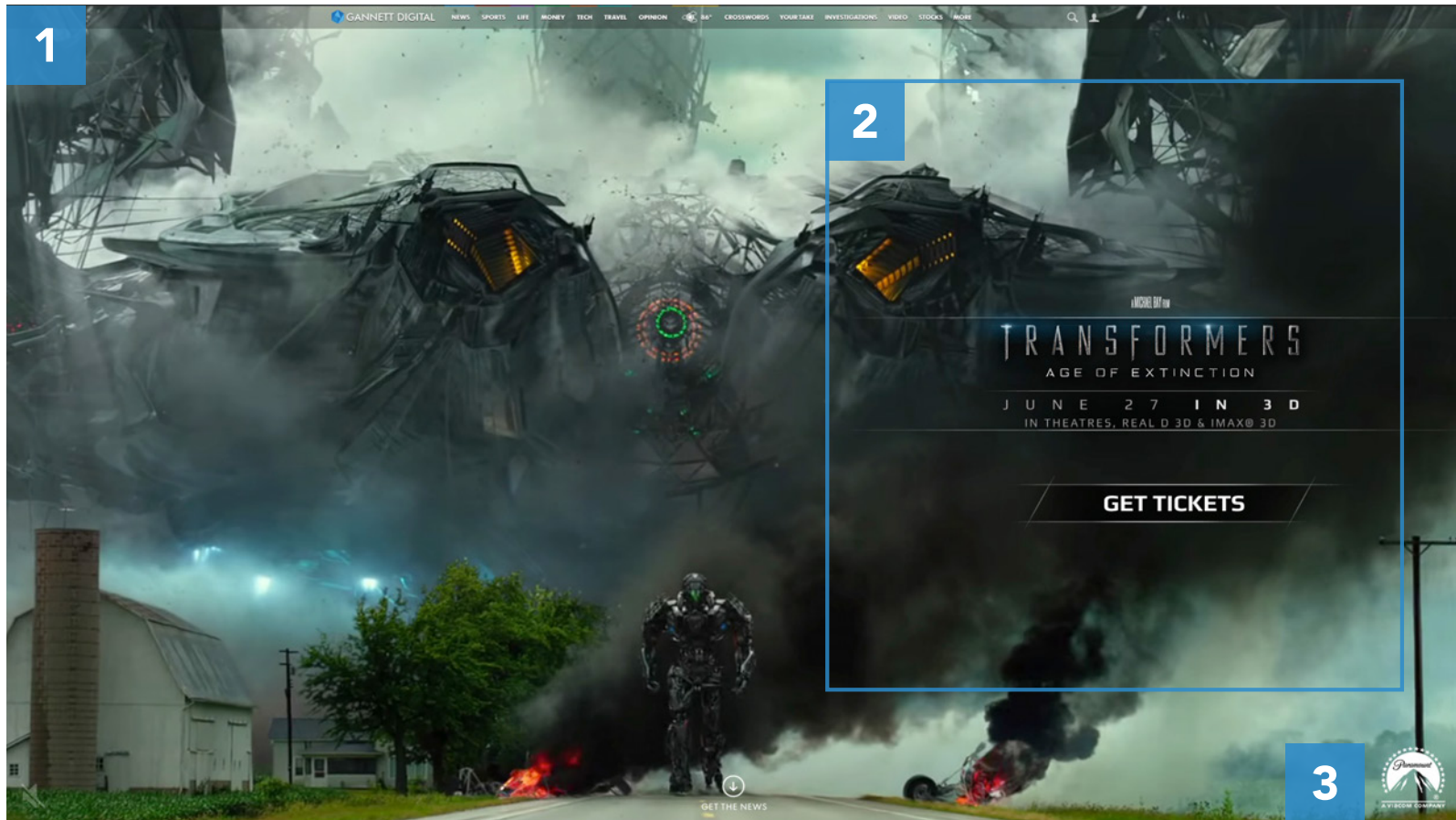
Provide the following and we'll take care of the rest:

1 - High-resolution 16:9 video

2 - Custom content text / images

3 - Logo

GRAVITY WIREFRAME

TOP NAVIGATION • transparent over background video • fixed height for all browser window sizes

16:9 VIDEO BACKGROUND
• content scales based on browser window size

CONTENT AREA OPTION 1
• content overlays background video and scales based on browser window size

CONTENT AREA OPTION 2
• content overlays background video and scales based on browser window size

UN-MUTE BUTTON

GET THE NEWS

• single color logo
max width 330px
max height 110px

LOGO

Experience the interactive and fluid templates.

HTTP://USAT.LY/GRAVITY-GUIDE-1

HTTP://USAT.LY/GRAVITY-GUIDE-2

Download the PSD template.

HTTP://USAT.LY/GRAVITY-TEMPLATE

* Photoshop wireframe template file includes both options and a design example.

SPECIFICATIONS

VIDEO COMPONENT

Video Length: video asset >20 seconds but <2 minutes

Video Resolution: 1080p or greater

Video Ratio: 4:3 ratio or 16:9 standard widescreen (no anomorphic widescreen). Gravity is fully fluid, video scales and centers to fit the container.

Video File Type: original video asset - .mov or .mp4 Video asset should not contain text, logos or overlays (these should be designated in the content area).

Video Sound: Gravity auto-plays video with muted sound. The user may initiate sound by clicking the un-mute button. Un-mute button is in a fixed location opposite the selected logo position.

Video Best Practices: Because Gravity video auto-plays on a continuous loop, the video asset should not have a jarring end to re-start transition. Recommend subtle background audio or no audio. Gannett's Ad Solutions team can assist with video editing if requested.

BRANDING COMPONENT

Content Area Dimensions: 1008px x 1065px
*Dimension at 2560px x 1440px browser window size. Please note that dimensions scale automatically based on the user's browser window size and the fluid nature of Gravity.

Content Area Format: PSD with transparent background — need visability of position of elements, font family, size and color, etc.

Content Area Text: Minimum font size of 12px. Text scales based on the user's browser window size. Fluid design may require a shortened copy version for small browser window sizes.

CTA Button: Must fit within the content area along with the text. Strongly encourage clean and simple button design as a necessary contrast to the video backround. Please include a button hover image in the PSD.

Logo Format: a vector-based format (.ai, .eps, .pdf) Maximum width of 330px. Maximum height of 110px. Recommend single-color version for best readability.

SPECIFICATIONS

MOBILE WEB DEVICES & NON-SUPPORTED BROWSERS

A static fall-back image will be served to tablet browser users (Safari and Chrome) and non-supported web browsers. Users on tablet and mobile devices seven inches or smaller will not receive the Gravity ad.

Static Fall Back Image Dimensions: 1080x1920 or larger

Static Fall Back Image Format: uncompressed TIFF or PSD

Why is a static fall-back image necessary? Mobile devices (including tablets) require video components of advertisements to be click to play. Doing so ensures that users do not inadvertently use their data plans on videos that they do not intend to watch.

Non-supported web browsers include:

IE8 or lower │ Safari 5.1 or lower │ Firefox 24 or lower │ Beta