The Following are WiConnect's Advertising Campaign Creative Specifications

Engage your target audience with a 15 or 30 second large-format video in a truly captive setting. You will then have the opportunity to direct users to complete an optional follow-on action (such as visiting your site/landing page). Your video will be the first message users see before they begin their internet session. Because they're not online yet, you'll get genuine attention and engagement not available with other pre-roll or mid-stream online video placements.

Creative format Design Specifications

1. **Background**

   Laptop/Tablet: 1200x750px   **Mobile:** 640x960px Image or solid color/gradient. Can be anchored to one of the page's sides or four corners. Must remain the same throughout the entire flow.

2. **Splash Container** (Optional)

   Laptop/Tablet: 560x600px or smaller   **Mobile:** 600x640px or smaller Optional. Can use custom colors, shadows, corner-rounding and transparency.

3. **Brand Logo**

   Laptop/Tablet: 200-400px wide   **Mobile:** 400-500px wide Transparent background PNG

4. **Video Container** (Optional)

   Laptop/Tablet: 700x500px or smaller Laptop/Tablet only. Optional. Can use custom colors, shadows, corner-rounding and transparency.

5. **Video Message Banner** (Optional)

   Laptop/Tablet: 640x60px Laptop/Tablet only. Optional.

6. **Video**

   Laptop/Tablet: 16:9 Ratio   **Mobile:** 16:9 Ratio or 9:16 Ratio (Vertical) 15-30 seconds length. Can be skipped after 15 seconds. Supported file types: .MOV, .MP4, .AVI.

7. **CTA (Call to Action) Container** (Optional)

   Laptop/Tablet: 560x600px or smaller   **Mobile:** 600x640px or smaller Optional. Can use custom colors, shadows, corner-rounding and transparency.

8. **CTA Image/Copy**

   Laptop/Tablet: 300-500px wide   **Mobile:** 400-500px wide Transparent background PNG. Should contain messaging/images pertaining to the campaign.

9. **CTA Button**

   Laptop/Tablet: 200-360×50-100px   **Mobile:** 400-500×60-120px Text required to start with "Wi-Fi Connect and/&". The rest can be filled out as pertains to the campaign. The most common text used is "Wi-Fi Connect & Learn More". Can use custom fonts, colors and corner rounding.

10. **No Thanks Button**

    Laptop/Tablet: 200-360×50-100px   **Mobile:** 400-500×60-120px Required text is "No Thanks, Just Take Me Online". Must be exactly the same size as the "CTA Button". Can use custom fonts, colors and corner-rounding.

General Guidelines

- For some veneus[*] we need approved creative assets (according to the specs above) a minimum of two weeks prior to your campaign's launch date.
- The promo's background must remain the same throughout the entire flow of the promo.
- If any custom fonts are used, please provide the font files in the delivered assets.
- If possible, provide a brand style guide or brand color palette.

Tracking Information

Our ad server tracks events such as clicks, sessions, video views, and conversions. Analytics provided by our ad server can be segmented across devices and creatives.

Third party click and impression trackers (DART, Atlas, Mediamind, etc.) can supplement our first party tracking. Feel free to contact us if you have any questions regarding your specific tracking needs.

*Note: Please be advised that some venues have additional specific creative guidelines. Please contact us to discuss the venue(s) of interest.