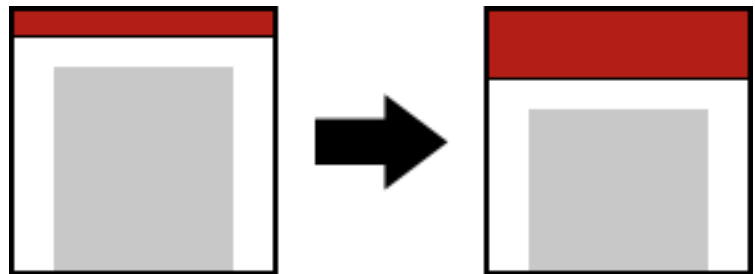


HORIZON

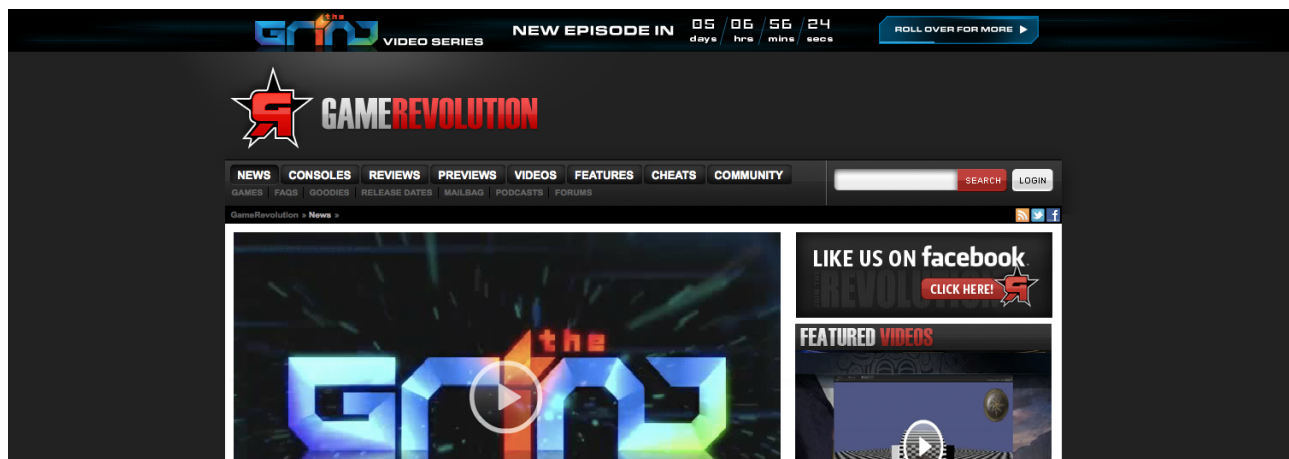
DESCRIPTION

SUMMARY

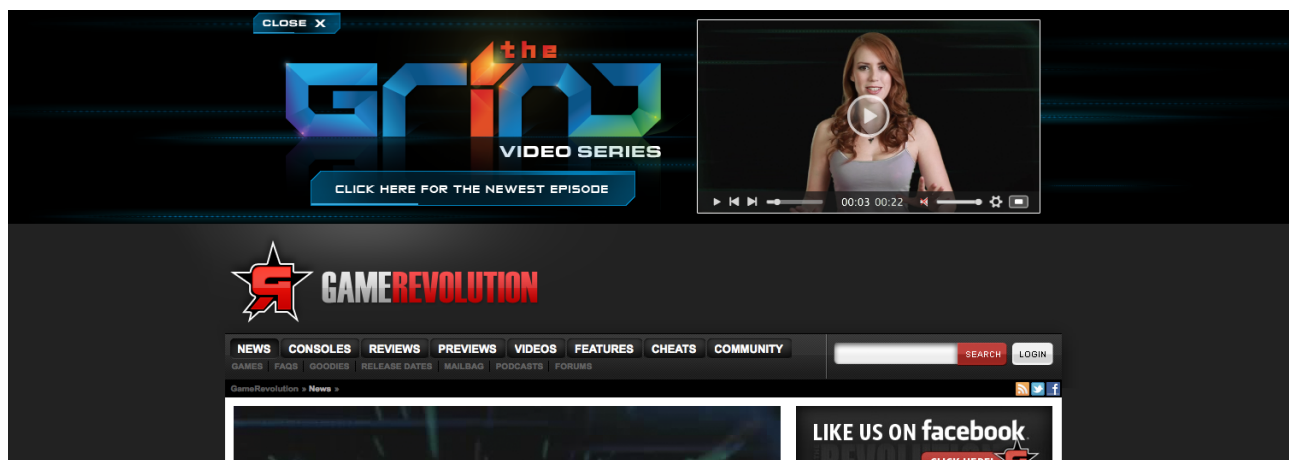
The unit appears at the top of the page above site content. Upon initiation, the unit expands vertically to reveal client messaging, pushing down the site.



INITIAL STATE



EXPANDED STATE



FEATURES



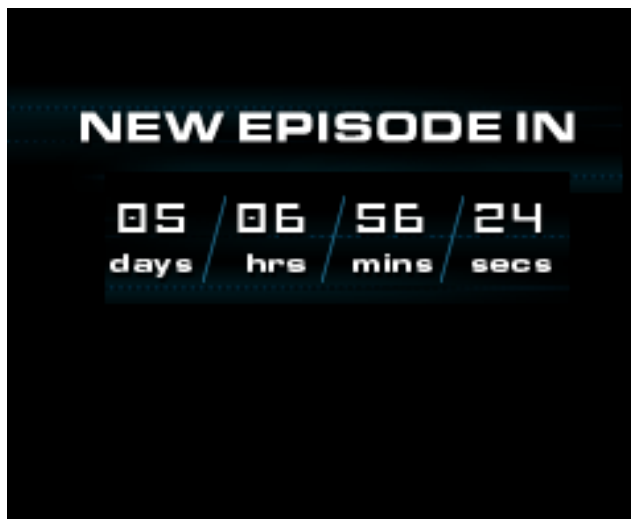
Video Player

Highlight short or long-form videos



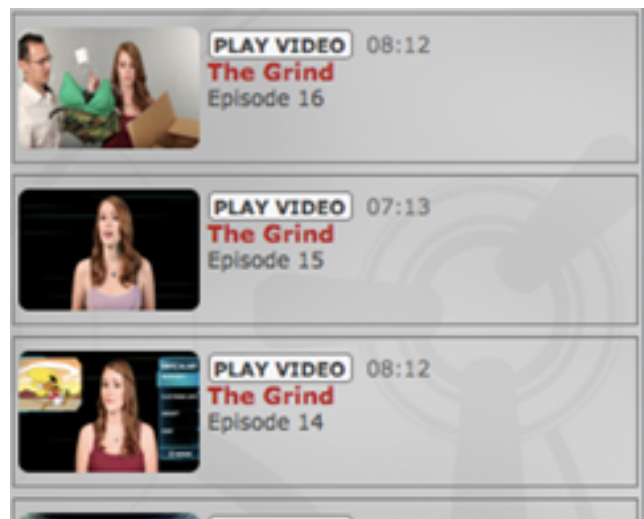
Dynamic messaging

Include multiple date messaging



Rich Media Support

Feature custom rich media animations



Widgets

Embed custom third party widgets

DETAILS

INITIAL UNIT



EXPANDED UNIT



DIMENSIONS

INITIAL UNIT

950px by 50px

EXPANDED UNIT

950px by 250px

CREATIVE DESIGN

Fade to solid color on horizontal axis

ADDITIONAL NOTES

Unit can extend up to 1500px width

VIDEO

PLAYER DIMENSIONS

400px by 225px

AUTO-INITIATED UNIT

Can auto-play with no sound

USER-INITIATED UNIT

Can auto-play with sound

ADDITIONAL NOTES

16:9 aspect ratio preferred

REPORTING METRICS

- Loads
- Expansions & Closes
- Video completion by quartiles
- Click-thru and click-thru Rate

ADDITIONAL DETAILS

- Expansion can be auto-initiate or user initiated (rollover or click)
- Daily auto-initiate cap
- Hover intent capacity