

## Banner Size 300x250



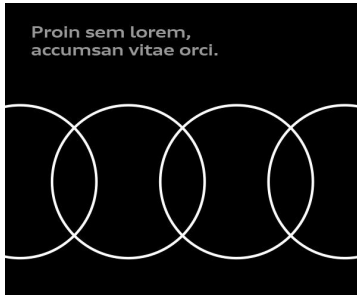
### Frame 1

Ad loads with Frame 1 image in place. After :02, a black frame slides down from the top, leaving only the white logo visible.



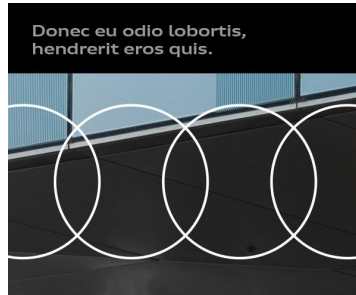
### Frame 2

Text slowly fades in as it is animating downwards into place, as the black frame begins to slide downwards to reveal the frame 2 image. After holding for about :02, the black panel begins to slide back up, with the frame 2 text fading out as it slides upwards.



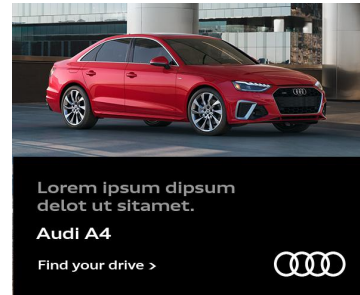
### Frame 3

Text slowly fades in as it slides upwards into place as the rings logo fades in. After about :02, the black panel begins to slide upwards as frame 3 text fades out.



### Frame 4

Image is revealed once the black panel slides upwards, with frame 4 text simultaneously fading in, and the Audi rings logo remaining in place. After about :02, the black panel slides back down, followed by frame 4 text sliding down as it fades out as the Audi rings logo fades out.



### Frame 5

The black panel slides down to reveal the frame 5 image, followed by the frame 5 text sliding down as it fades in as the Audi rings logo also fades in. Audi subheadline (or model text) then fades in, followed by the CTA fade-in (Replay should come in as well).

## Banner Size 300x600



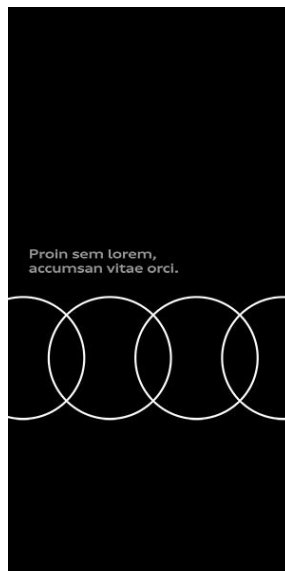
### Frame 1

Ad loads with Frame 1 image in place. After :02, a black frame slides down from the top, leaving only the white logo visible.



### Frame 2

Text slowly fades in as it is animating downwards into place, as the black frame begins to slide downwards to reveal the frame 2 image. After holding for about :02, the black panel begins to slide back up, with the frame 2 text fading out as it slides upwards.



### Frame 3

Text slowly fades in as it slides upwards into place as the rings logo fades in. After about :02, the black panel begins to slide upwards as frame 3 text fades out.



### Frame 4

Image is revealed once the black panel slides upwards, with frame 4 text simultaneously fading in, and the Audi rings logo remaining in place. After about :02, the black panel slides back down, followed by frame 4 text sliding down as it fades out as the Audi rings logo fades out.



### Frame 5

The black panel slides down to reveal the frame 5 image, followed by the frame 5 text sliding down as it fades in as the Audi rings logo also fades in. Audi subheadline (or model text) then fades in, followed by the CTA fade-in (Replay should come in as well).