

RICH MEDIA: BIG REVEAL BANNER

POWERED BY: **buddy**
by big

Curiosity compels the consumer to engage and reveal what's hidden beneath.

Notes

- An active clickthrough URL must be provided
- Include a Call-to-Action (eg. Find out more, Buy now)
- If the image has a white background, place a 1px border
- Image requirements are 2x ad dimensions for optimal quality in the final ad unit

Ad Unit	Image Type	Dimensions to be supplied	Formats	Third Party Tracking	Recommended File Size	Lead Time (Working Days)
Big Reveal 300x250	Top Image	600x500	jpg, png	Tracking pixels only	65-100kb (max 150kb)	5 days
	Underlay Image	600x500	jpg, png		65-100kb (max 150kb)	

