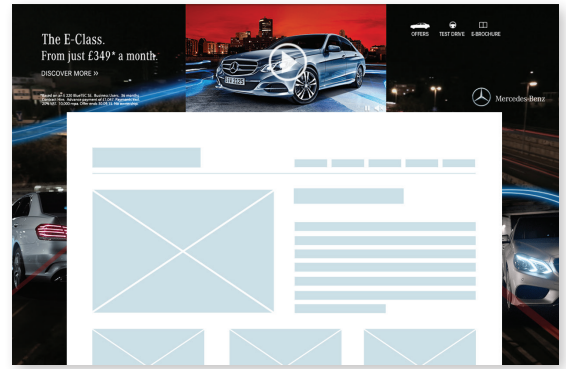


# PRODUCT OVERVIEW

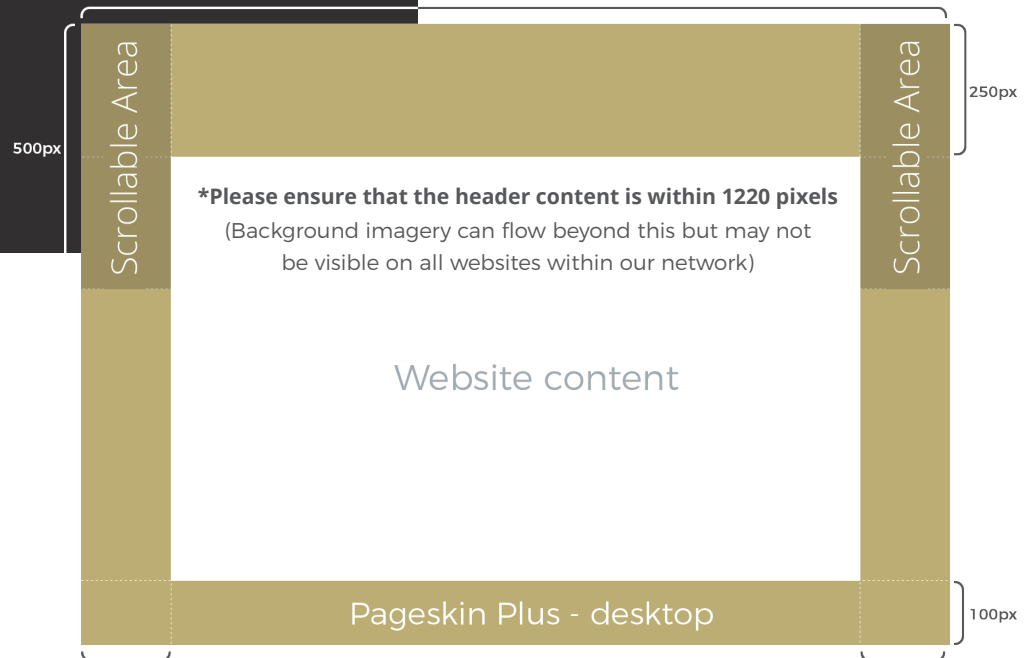
## Pageskin Plus - desktop

Pageskin Plus - desktop has an extended header unit, where existing campaign videos, rich media assets, masthead and bellyband creative can be incorporated, to maximise brand impact and amplify campaign messaging. Key brand messaging and calls-to-action remain in view in the sidebars as the user scrolls, increasing campaign visibility and effectiveness.

Pageskin Plus - desktop is fast-loading and optimised for users with high-speed internet connections, ensuring highest quality creative delivery and no impact on site performance.



\*  
Variable



130px is the minimum safe area for key messaging

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## Features

- Responsive creative which fits on all web pages
- Scrolling sides which keep branding in view all the time
- Multiple CTAs supported
- Multiple executions available (Click to Site, Click to Browser, Click to Microsite)
- Supports detailed and customisable animation
- Larger header to show more branded content and videos
- Video support enabled
- Supported video codec: MP4
- Recommended video duration: 30 seconds (Max. auto-play up to 15 seconds)

## Tracking

- A 1x1 secure tracking pixel to count impressions
- A stand-alone click command loading the destination page

If applicable, additional interactions can be tracked. This must be agreed at the point of sale and any additional click tracking should be clearly labelled when provided. Tracking needs to be secure (https).

## Asset Requirements

- Corporate and/or advert specific fonts in PC format
- Vector or high resolution company/brand logos (.ai, .eps, .png, .jpg, .psd)
- Any high resolution press shots or assets from the current advertising campaign (layered .psd or Illustrator files)
- Product pack shots (if applicable)
- Any video asset should be pre-edited and of suitable length (formats other than MP4 will be transcoded & optimised)
- Any tag lines or specific copy that need to be incorporated in the advert
- Legal copy that needs to be visible

Inskin also accepts finalised and approved layered .psd or layered Illustrator files, in such cases the design phase is bypassed.

Alternatively, example .jpg(s) containing a draft layout can be supplied to help steer the design phase.

Please note this creative requires 10 working days after receipt of all assets.