

Purch

Blockbuster

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1. On Load, unit plays a teaser video (8-10 seconds, sound off) behind the web site and also in a 250px pushdown header
2. Upon completion of the teaser video, a static end-frame loads (site remains 250px pushed down)
3. User can select to play video(s), which pushes the site down 674px to play a high quality video
4. Upon "Close" the unit collapses to a 40 pixel reminder bar and skin remains in the side well of the site

Rich Media Formats

- A Purch proprietary tag is required for the Blockbuster.
- Certain elements in the Blockbuster can be .swf animation but must have backup .jpg for viewing on non-flash capable browsers.

Reporting Metrics

- Ad Impressions
- Click to close
- Click to Play
- Autoplay and Click to Play video quartiles: 0/25/50/75/100 percent video views
- Click to Replay
- Click on additional buttons (if present)

Third Party Tracking Capabilities

- Ad Impressions & clicks (1x1 pixel url)
- Autoplay quartiles (1x1 pixel url for each)
- Click to Play (1x1 pixel url)
- Brand Study (1x1 pixel url or JavaScript code)

Assets Requirements

The Blockbuster requires that Purch build units out. Design template available if a creative agency will be designing the unit.

● Required assets for template delivery:

- PSD File indicating all states of the Blockbuster
- Video File for teaser and main video (uncompressed .mp4/.mov 720p)

● Required assets if Purch Designs:

- Layered PSD assets (branding, imagery, logos, messaging, etc.)
- Video File for teaser and main video (uncompressed .mp4/.mov 720p)
- Fonts
- Brand guidelines

Available Customizations

The standard Blockbuster contains transparent buttons over a video and static background image, many additional modules are available to be added into this unit (recently used examples: photo gallery, multiple videos, form field for movie ticket finder, YouTube video player)

Creative Submission and Turn-around Time

Mockups, design documents, creative assets, date-messaging changes (or any other necessary files should be provided to Purch at least 8 (eight) business days prior to launch.

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Dimensions and Specs



#1) 1200 x 250 header area w/ background video teaser

- Plays 8-10 second teaser video in header and in rails of site, with no audio (1200 x 674 stage)
- Resolves to a 1400x800 static background displaying in same area. (State #2)
- Has key-messaging and key-art & call-to-action to play video inside 970x250 area
- CLOSE Button in upper right - collapses to state #4
- Intro video/animation capped at 1x24
- Video: 1200 x 674 pixels MP4 or FLV 15 or 24 fps, 600 – 800 kbps, no audio



#2) 1400 x 250 - Static Background

- 250 Pixel Pushdown , 1400x800 background size
- Secondary page load loads a background skin – or separate side panels
- Has key-messaging and key-art & must have call-to-action to play video (expand unit) inside 970x250 area
- CLOSE Button in upper right - collapses to state #4



#3) 1200 x 674 - 667 Pixel Pushdown Video Player

- Expands to a 667 pixel tall video player, plays high-resolution video, sound-on
- Video typically 0:30 - 3:00 in length
- Can have key messaging in lower or upper portion of the video
- CLOSE button in upper right - collapses to state #2
- Can be built with navigation for multiple videos
- Replay state possible on video end
- Video: 1200 x 674 pixels MP4 or FLV 24 fps, approx. 1200 kbps, stereo audio



#4) 1200x40 - Pencil State

- Call-to-action to expand and play should fit inside pencil area 970 x 40 pixels
- Branding and key messaging
- Can have separate 1400 x 800px background skin