

HOW TO BE SEEN ON CAPTIVATE

STANDARD AD* 

FULL SCREEN AD 

BRAND INTEGRATION 

APPENDIX 

*Standard ad specs are different from the programmatic standard ad spec, which can be found in the appendix.

STANDARD AD

Full motion or static spot in a brand-safe environment that plays adjacent to Captivate’s high-value, lean-in editorial content

ELEVATOR



LOBBY



REQUIREMENTS

- ▶ 16:9 aspect ratio
- ▶ Motion (.mp4) or static (.jpg, .png)
- ▶ Elevator & lobby formats required

DELIVERY

- ▶ Provide 5 days prior to start date
- ▶ Cloud-based transfers accepted
- ▶ Submit to spots@captivate.com

Captivate displays are in highly visible, high traffic areas including elevators and lobbies of offices, residential buildings, and more.

Both displays do not feature sound.

ELEVATOR DISPLAYS

12" to +15" displays
4:3

LOBBY DISPLAYS

32" to +80" HD screens
16:9 or 9:16



SUPPORTED WITH ADVANCE DISCUSSION

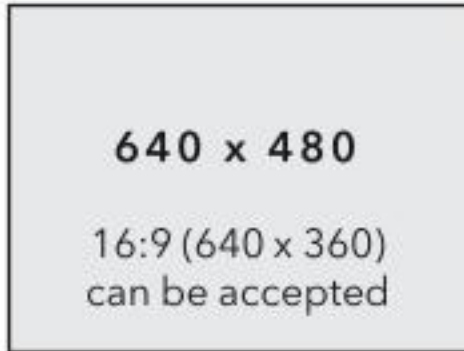
- 16:9 ad units in other dimensions can be accepted, subject to scaling
- 30 second file lengths
- Captions (audio is not supported)

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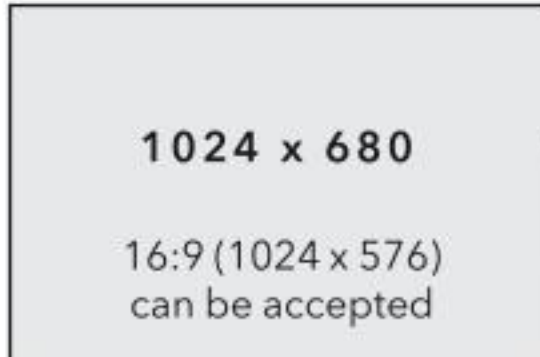
FULL SCREEN AD

Full motion or static spot that delivers high visibility by tapping into the maximum on-screen real estate

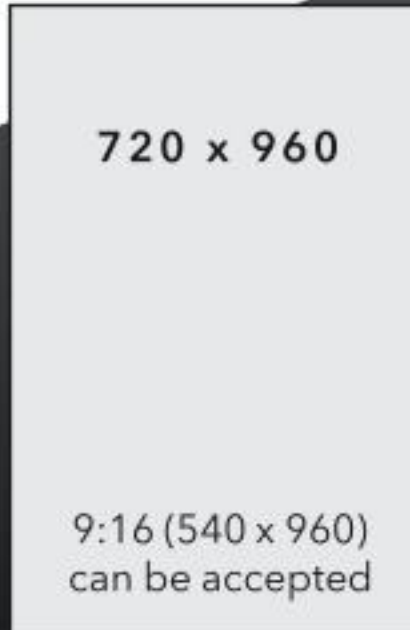
ELEVATOR



LOBBY Landscape



Portrait



REQUIREMENTS

- Motion (.mp4) or static (.jpg, .png)
- Elevator & lobby formats required

DELIVERY

- Provide 5 days prior to start date
- Cloud-based transfers accepted
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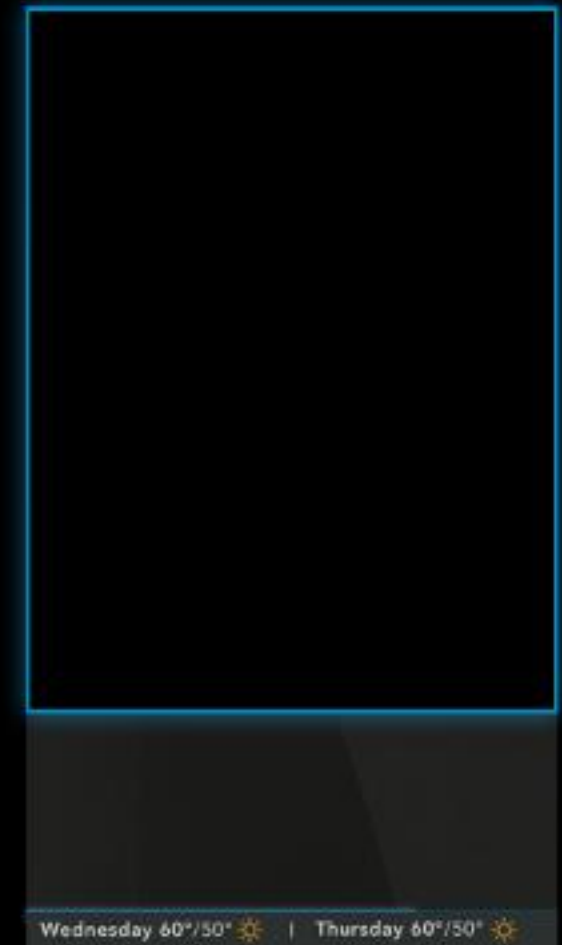
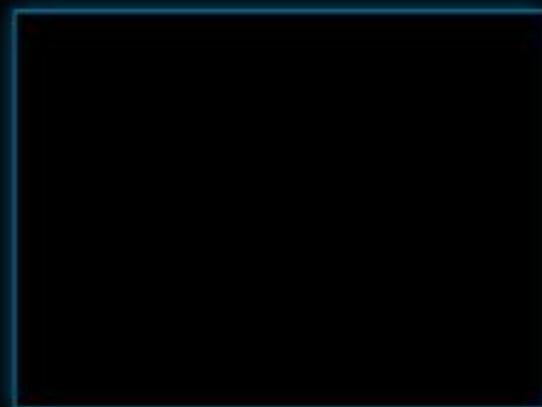
Both displays do not feature sound.

ELEVATOR DISPLAYS

12" to +15" displays
4:3

LOBBY DISPLAYS

32" to +80" HD screens
16:9 or 9:16



SUPPORTED WITH ADVANCE DISCUSSION

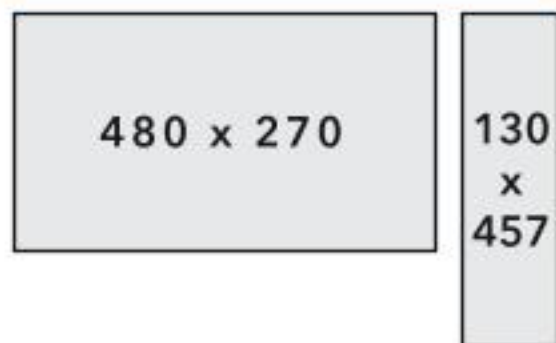
- 16:9 ad units in other dimensions can be accepted, subject to scaling
- 30 second file lengths
- Captions (audio is not supported)

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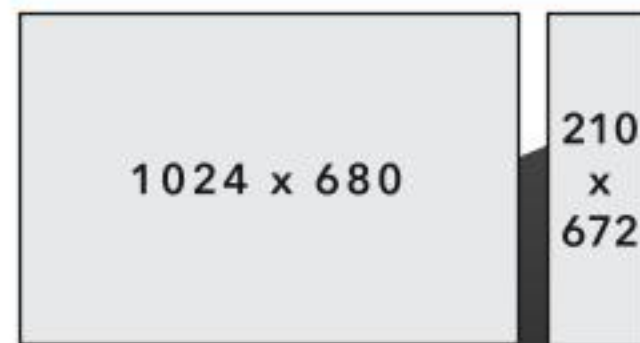
BRAND INTEGRATION AD

Maximize the impact of a full motion or static spot by intentionally pairing with Captivate’s premium editorial, aligning both content messaging & visual treatment

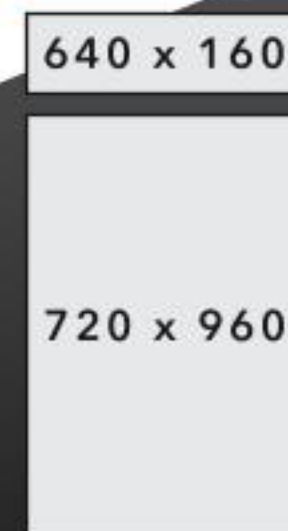
ELEVATOR



LOBBY Landscape



Portrait



REQUIREMENTS

- Ad unit 16:9 aspect ratio // motion (.mp4) or static (.jpg, .png)
- Companion banner static (.jpg, .png)
- Text black or white color selection
- Background HEX color selection
- Elevator & lobby formats required

DELIVERY

- Provide 5 days prior to start date
- Cloud-based transfers accepted
- Submit to spots@captivate.com

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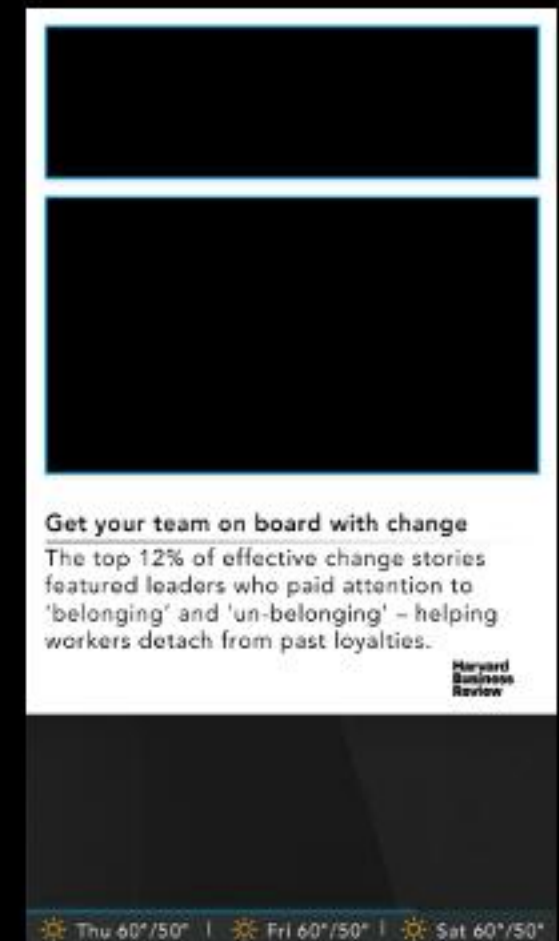
Both displays do not feature sound.

ELEVATOR DISPLAYS

12" to +15" displays
4:3

LOBBY DISPLAYS

32" to +80" HD screens
16:9 or 9:16



SUPPORTED WITH ADVANCE DISCUSSION

- 16:9 ad units in other dimensions can be accepted, subject to scaling
- 30 second file lengths
- Captions (audio is not supported)

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APPENDIX

PROGRAMMATIC STANDARD AD

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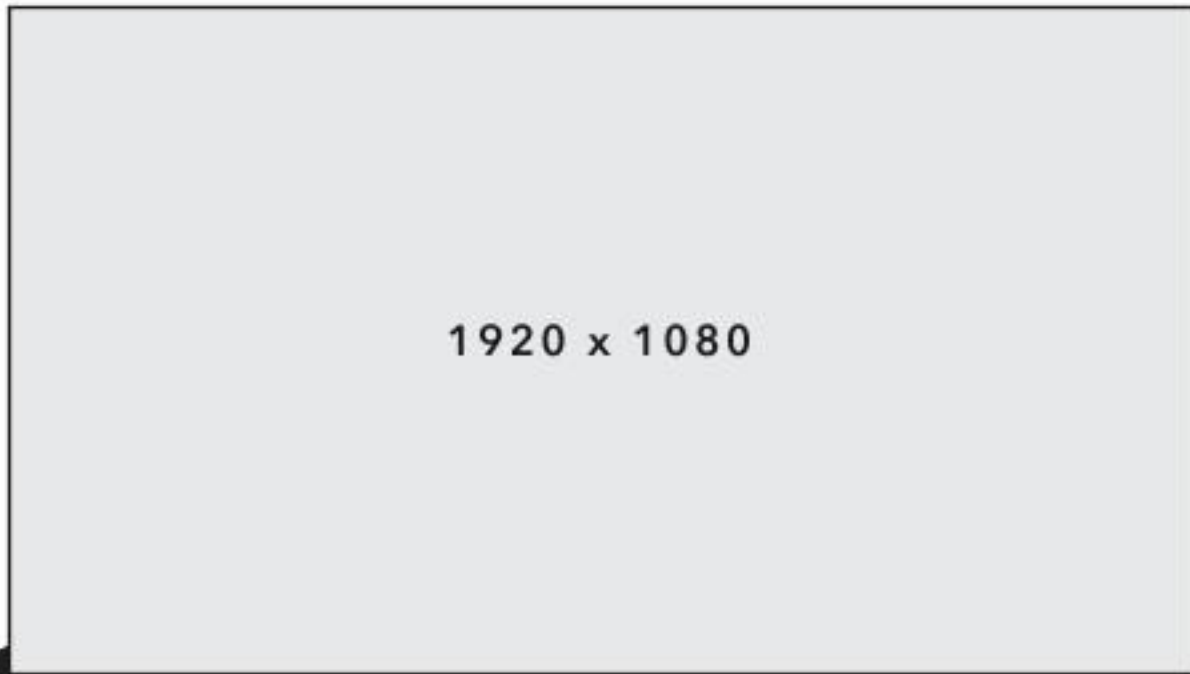
FULL SCREEN BRAND INTEGRATION

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VERTICAL AD

PROGRAMMATIC STANDARD AD

Full motion or static spot in a brand-safe environment that plays adjacent to Captivate’s high-value, lean-in editorial content



REQUIREMENTS

- ▶ 16:9 aspect ratio
- ▶ Motion (.mp4) or static (.jpg, .png)
- ▶ **Length** 15 seconds
- ▶ **Max Size** 12MB

CONTACT

- ▶ programmatic@captivate.com

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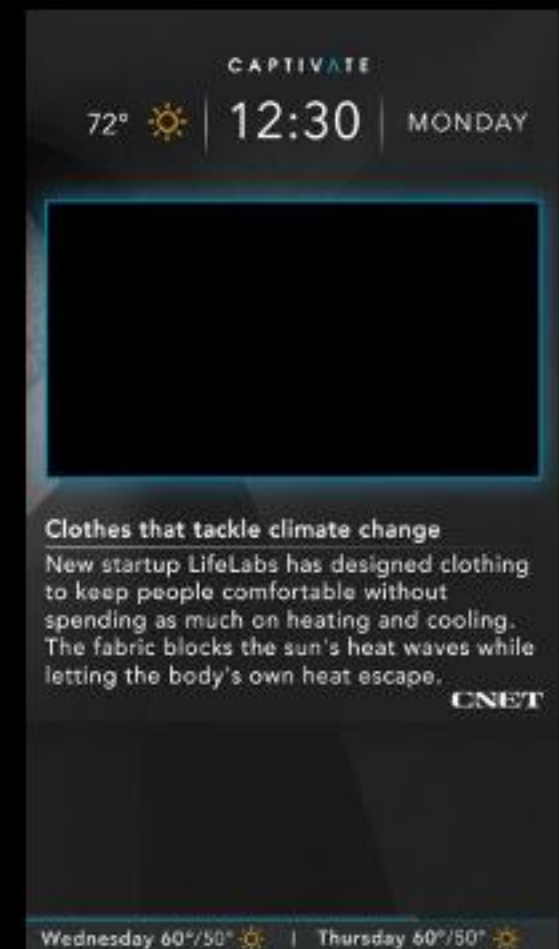
Both displays do not feature sound.

ELEVATOR DISPLAYS

12" to +15" displays
4:3

LOBBY DISPLAYS

32" to +80" HD screens
16:9 or 9:16



SUPPORTED WITH ADVANCE DISCUSSION

- 16:9 ad units in other dimensions are accepted, subject to scaling
- 30 second file lengths
- Captions (audio is not supported)

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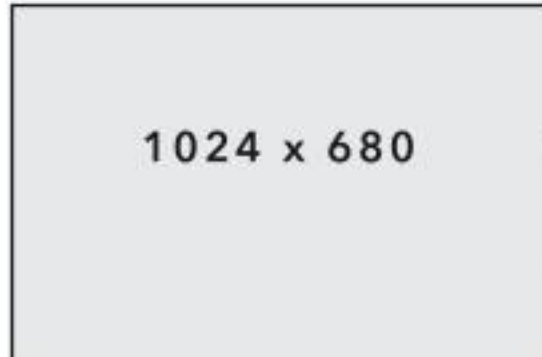
FULL SCREEN BRAND INTEGRATION

A dual-screen pairing of a full screen ad with full screen editorial content. The full screen video or static ad unit (:05) transitions into a full screen, sponsored editorial unit (:10) that features brand logo and selected content messaging

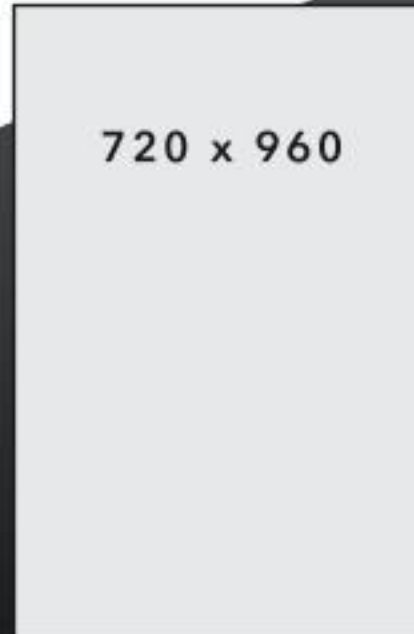
ELEVATOR



LOBBY Landscape



Portrait



REQUIREMENTS

- Motion (.mp4) or static (.jpg, .png)
- **Logo** vector in white (.ai or .svg)
- Elevator & lobby formats required

DELIVERY

- Provide 5 days prior to start date
- Cloud-based transfers accepted
- Submit to spots@captivate.com

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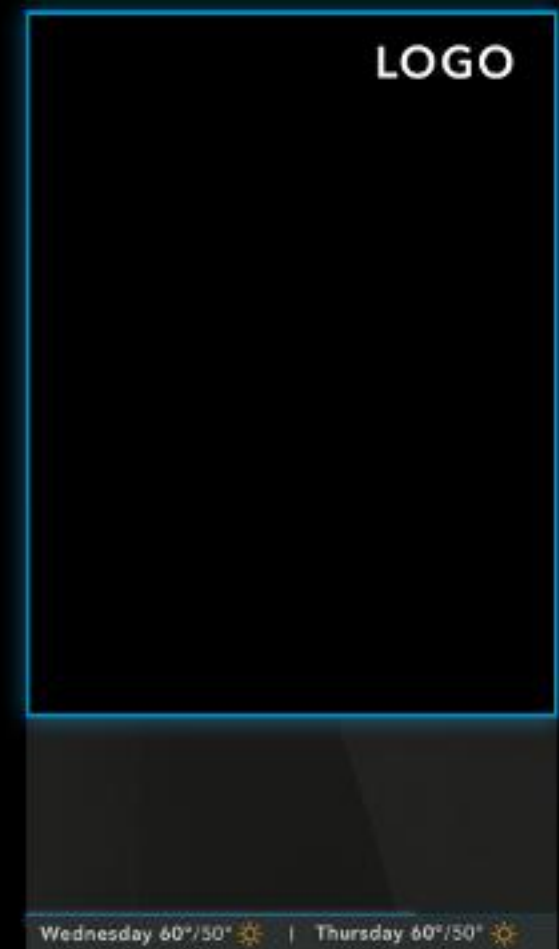
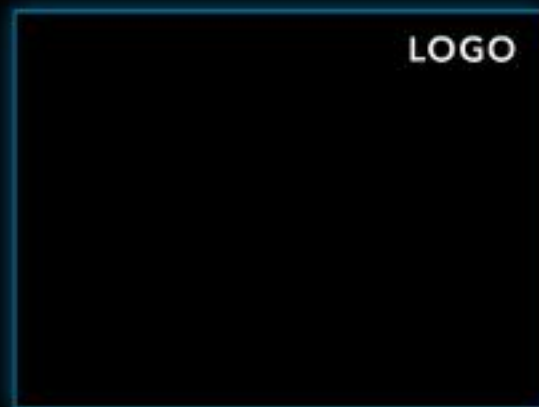
Both displays do not feature sound.

ELEVATOR DISPLAYS

12" to +15" displays
4:3

LOBBY DISPLAYS

32" to +80" HD screens
16:9 or 9:16



SUPPORTED WITH ADVANCE DISCUSSION

- 30 second file lengths
- Captions (audio is not supported)

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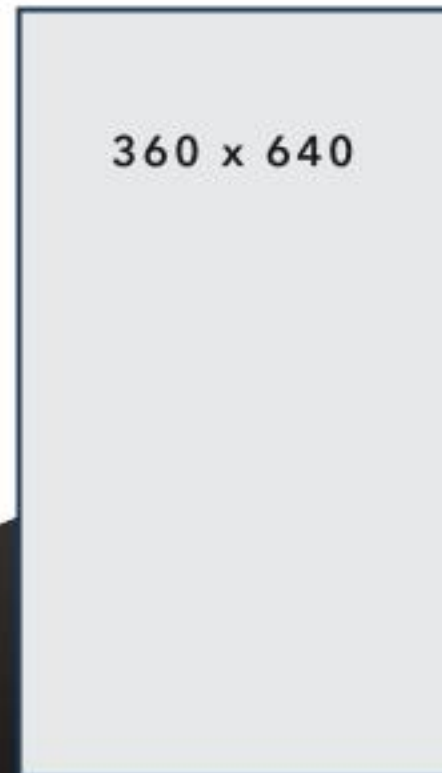
VERTICAL AD

Full motion or static spot in a brand-safe environment that plays adjacent to Captivate’s high-value, lean-in editorial content

ELEVATOR



LOBBY



REQUIREMENTS

- 9:16 aspect ratio
- Motion (.mp4) or static (.jpg, .png)
- Elevator & lobby formats required

DELIVERY

- Provide 5 days prior to start date
- Cloud-based transfers accepted
- Submit to spots@captivate.com

Captivate displays are in highly visible, high traffic areas including elevators and lobbies of offices, residential buildings, and more.

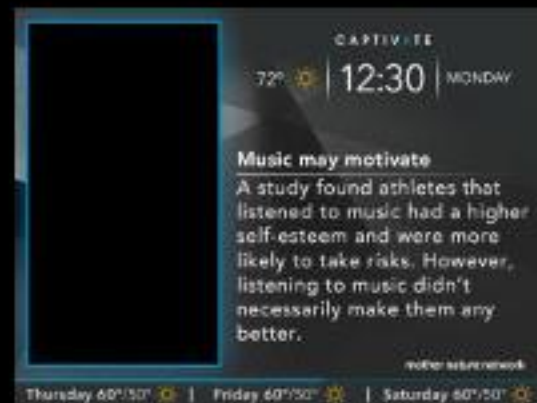
Both displays do not feature sound.

ELEVATOR DISPLAYS

12" to +15" displays
4:3

LOBBY DISPLAYS

32" to +80" HD screens
16:9 or 9:16



SUPPORTED WITH ADVANCE DISCUSSION

- 9:16 ad units in other dimensions can be accepted, subject to scaling
- 30 second file lengths
- Captions (audio is not supported)

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