

HOW TO BE SEEN ON CAPTIVATE

STANDARD AD* 

FULL SCREEN AD 

BRAND INTEGRATION 

APPENDIX 

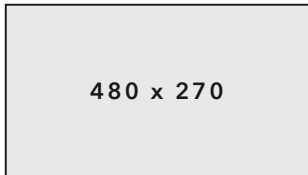
*Standard ad specs are different from the programmatic standard ad spec, which can be found in the appendix.

STANDARD AD // DIRECT IO

Full motion or static :15 spot in a brand-safe environment that plays adjacent to Captivate’s high-value, lean-in editorial content.

For programmatic ad specs contact programmatic@captivate.com

ELEVATOR



LARGE FORMAT DISPLAY



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.

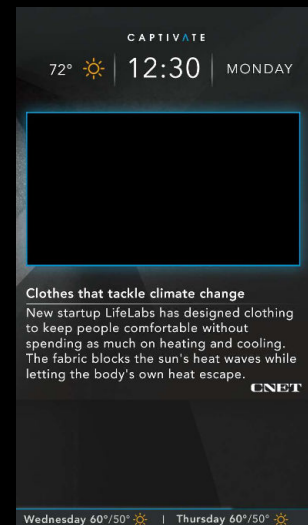
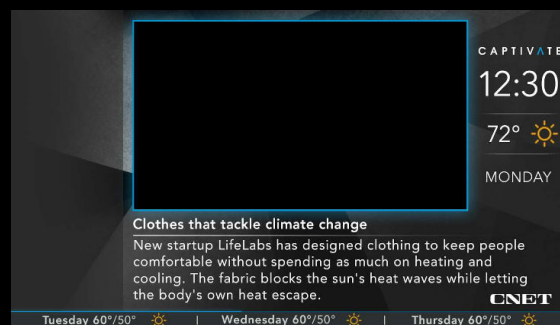
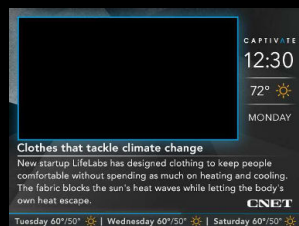
Both displays do not feature sound.

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

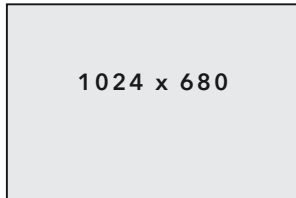
Full motion or static :15 spot that delivers high visibility by tapping into the maximum on-screen real estate.

ELEVATOR

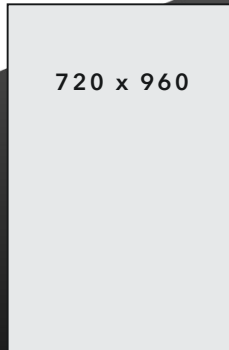


LARGE FORMAT DISPLAYS

Landscape



Portrait



REQUIREMENTS

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

DELIVERY

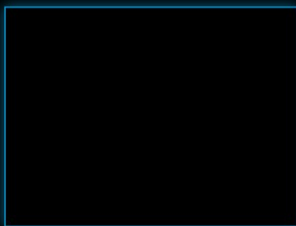
- Provide 5 days prior to start date
- Cloud-based transfers accepted
- Submit to spots@captivate.com

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.

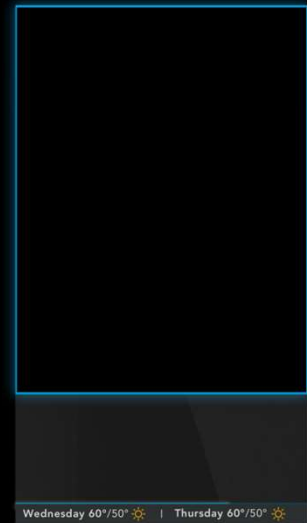
ELEVATOR DISPLAYS

12" to +15" displays
4:3



LOBBY DISPLAYS

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



SUPPORTED WITH ADVANCE DISCUSSION

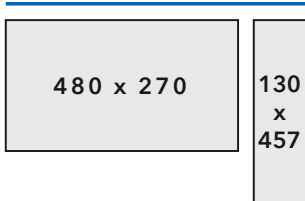
- Ad units in other dimensions may be accepted, subject to scaling
- 30 second file lengths
- Captions (audio is not supported)

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BRAND INTEGRATION AD

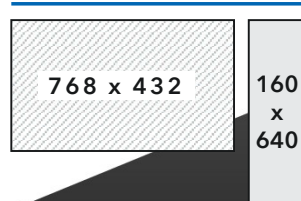
Maximize the impact of a full motion or static :15 spot by intentionally pairing with Captivate’s premium editorial, aligning both content messaging & visual treatment.

ELEVATOR

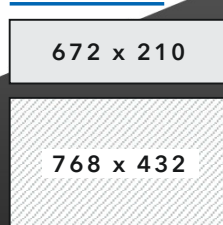


LARGE FORMAT DISPLAYS

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

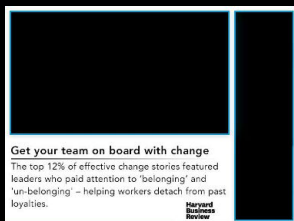
- Provide 5 days prior to start date
- Cloud-based transfers accepted
- Submit to spots@captivate.com

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Both displays do not feature sound.

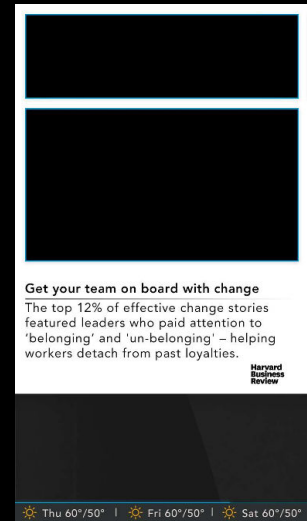
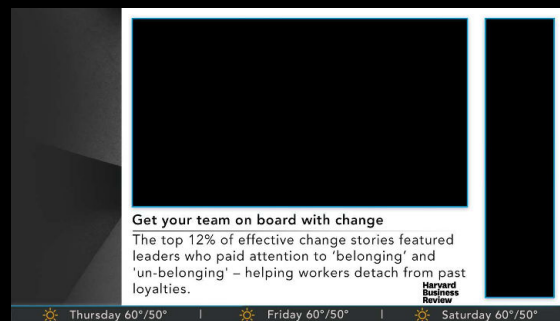
ELEVATOR DISPLAYS

12" to +15" displays
4:3



LOBBY DISPLAYS

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



SUPPORTED WITH ADVANCE DISCUSSION

- Ad units in other dimensions may be accepted, subject to scaling
- 30 second file lengths
- Captions (audio is not supported)

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APPENDIX

PROGRAMMATIC STANDARD AD

+

FULL SCREEN BRAND INTEGRATION

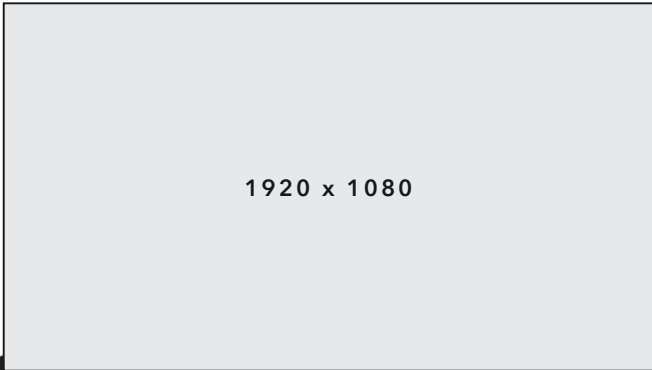
+

VERTICAL AD

STANDARD AD // PROGRAMMATIC

Full motion or static :15 spot in a brand-safe environment that plays adjacent to Captivate’s high-value, lean-in editorial content.

For direct IO ad specs contact spots@captivate.com



REQUIREMENTS

- Motion (.mp4) or static (.jpg, .png)
- **Length** 15 seconds
- **Max Size** 12MB

CONTACT

- programmatic@captivate.com

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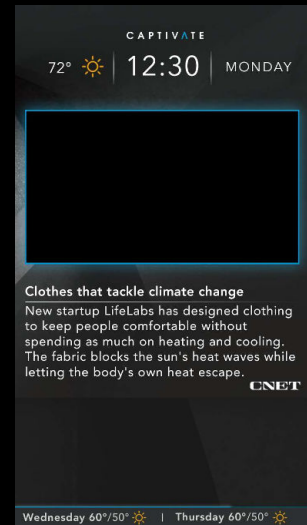
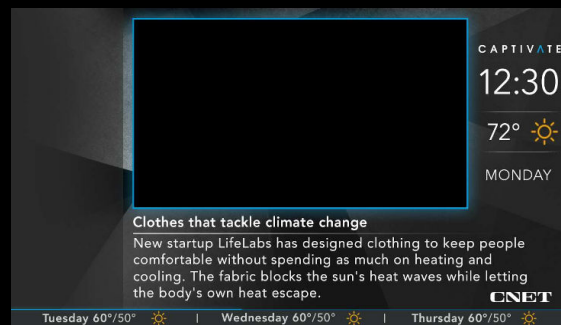
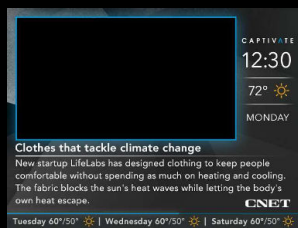
Both displays do not feature sound.

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 can be 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

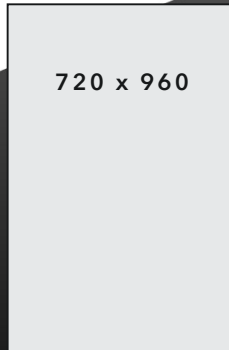


LARGE FORMAT DISPLAYS

Landscape



Portrait



REQUIREMENTS

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

DELIVERY

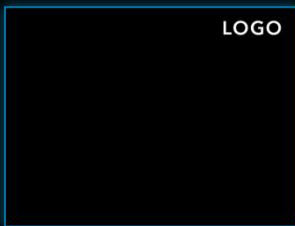
- Provide 5 days prior to start date
- Cloud-based transfers accepted
- Submit to spots@captivate.com

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Both displays do not feature sound.

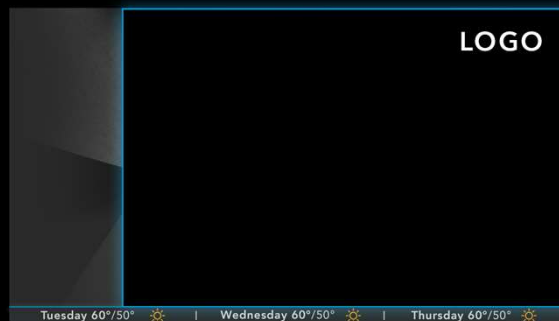
ELEVATOR DISPLAYS

12" to +15" displays
4:3

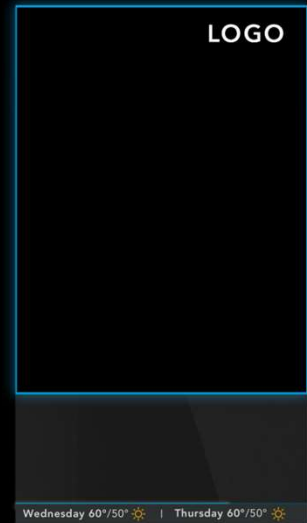


LOBBY DISPLAYS

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



LOGO



SUPPORTED WITH ADVANCE DISCUSSION

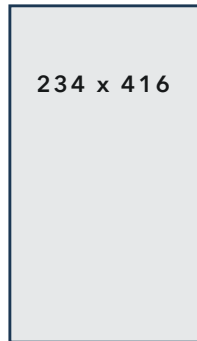
- 30 second file lengths
- Captions (audio is not supported)

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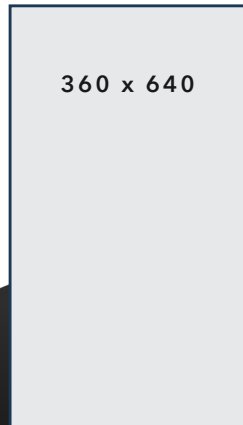
VERTICAL AD

Full motion or static :15 spot in a brand-safe environment that plays adjacent to Captivate’s high-value, lean-in editorial content.

ELEVATOR



LARGE FORMAT DISPLAY



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.

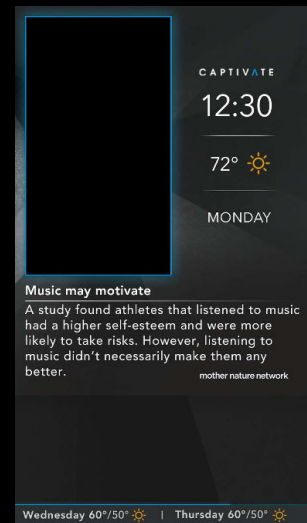
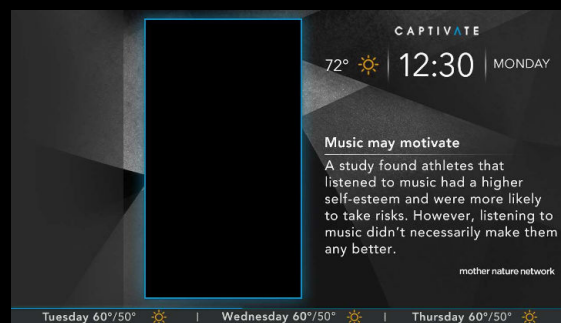
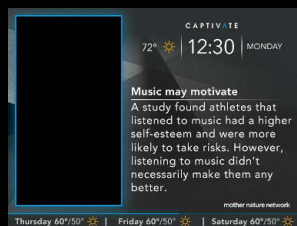
Both displays do not feature sound.

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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