CAPTIVATE
STANDARD AD

Full motion or static :15 ad unit featured adjacent to valuable, brand-safe editorial content. Displays are in highly-visible, high-traffic areas including elevators and lobbies of office towers, residential buildings, and more.

For programmatic, please use the Programmatic Spec Sheet & contact programmatic@captivate.com

ELEVATOR
12" TO +15" DISPLAYS

REQUIREMENTS

- Motion (:15 mp4) or static (jpg, png)
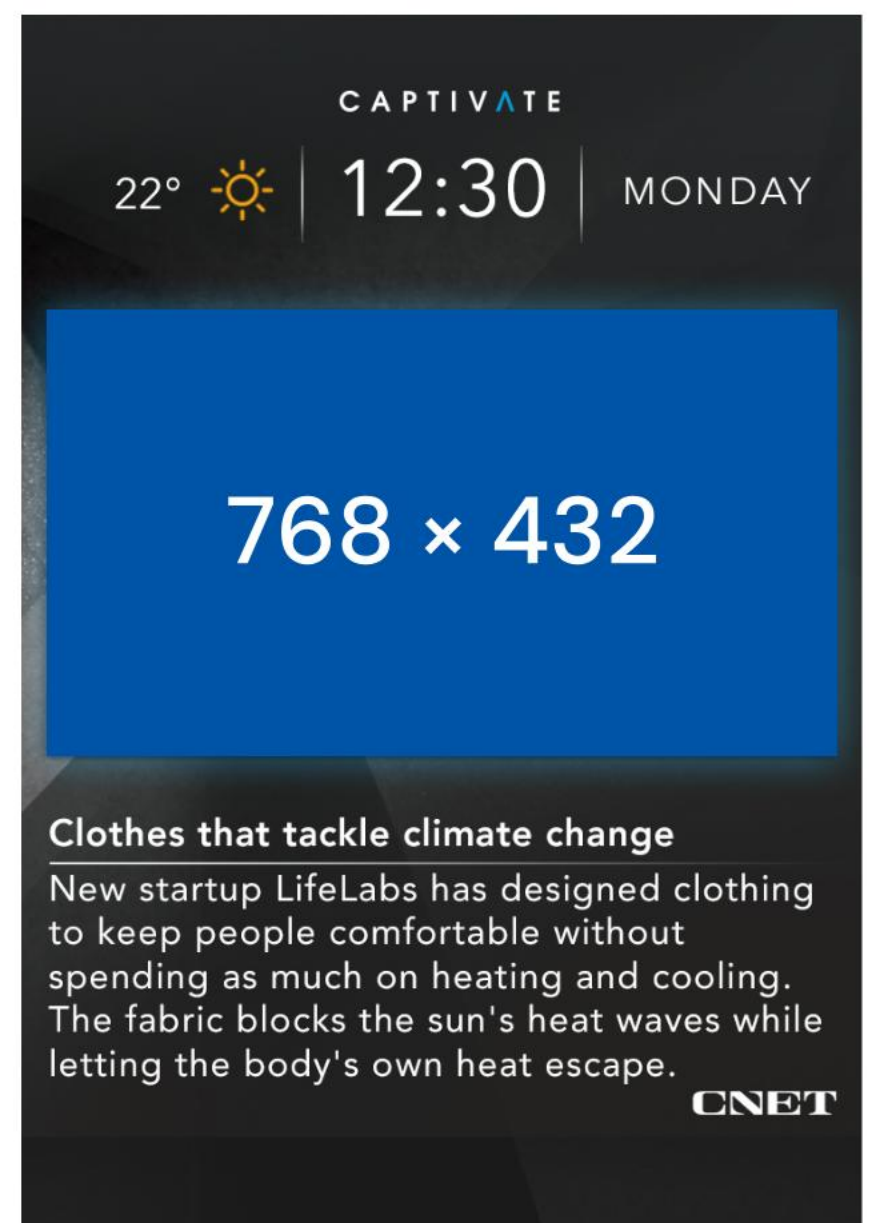- No maximum file size

DELIVERY

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

NEEDS ADVANCE DISCUSSION

- :30 ad units
- Captions (audio is not supported)

LARGE SCREEN
32" TO +80" DISPLAYS IN LANDSCAPE OR PORTRAIT

CAPTIVATE
PROGRAMMATIC STANDARD AD

Full motion or static :15 ad unit featured adjacent to valuable, brand-safe editorial content. Displays are in highly-visible, high-traffic areas including elevators and lobbies of office towers, residential buildings, and more.

Contact programmatic@captivate.com

ELEVATOR
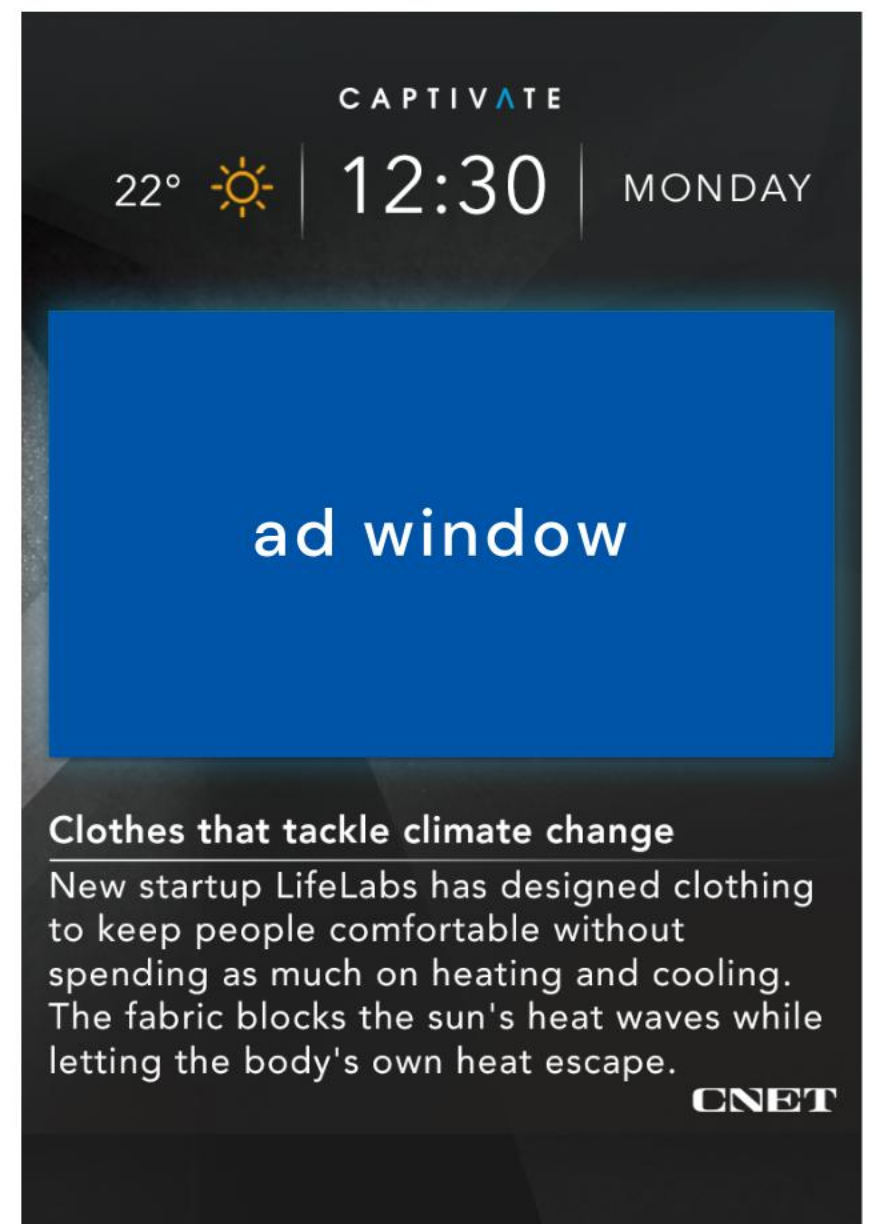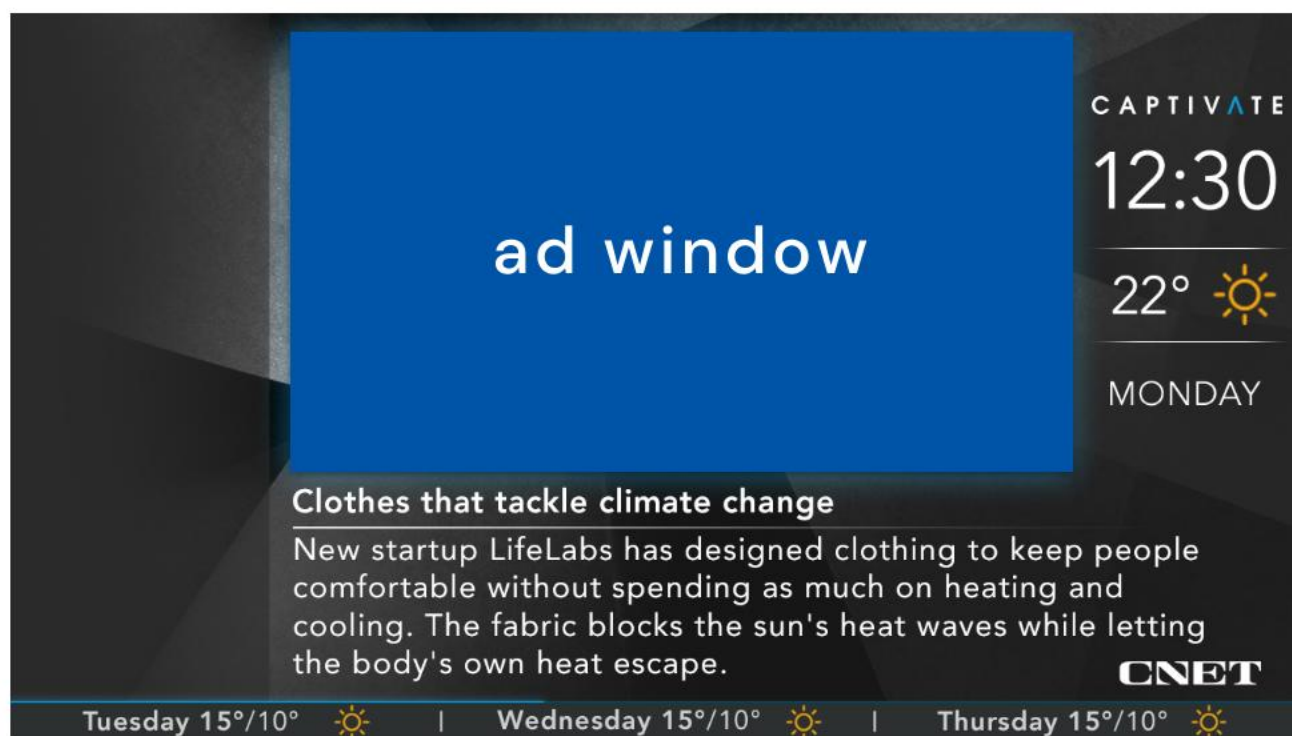12" TO +15" DISPLAYS

REQUIREMENTS
- Motion (:15 mp4) or static (jpg, png)
- 12MB maximum file size
- 1920 x 1080 assets across all formats

NEEDS ADVANCE DISCUSSION
- :30 ad units
- Captions (audio is not supported)

LARGE SCREEN
32" TO +80" DISPLAYS IN LANDSCAPE OR PORTRAIT

Full motion or static :15 ad unit that taps into the maximum, on-screen real estate to amplify impact & viewability. Displays are in highly-visible, high-traffic areas including elevators and lobbies of office towers, residential buildings, and more.

ELEVATOR
12" TO +15" DISPLAYS

640 × 480

REQUIREMENTS

- Motion (:15 mp4) or static (jpg, png)
- No maximum file size
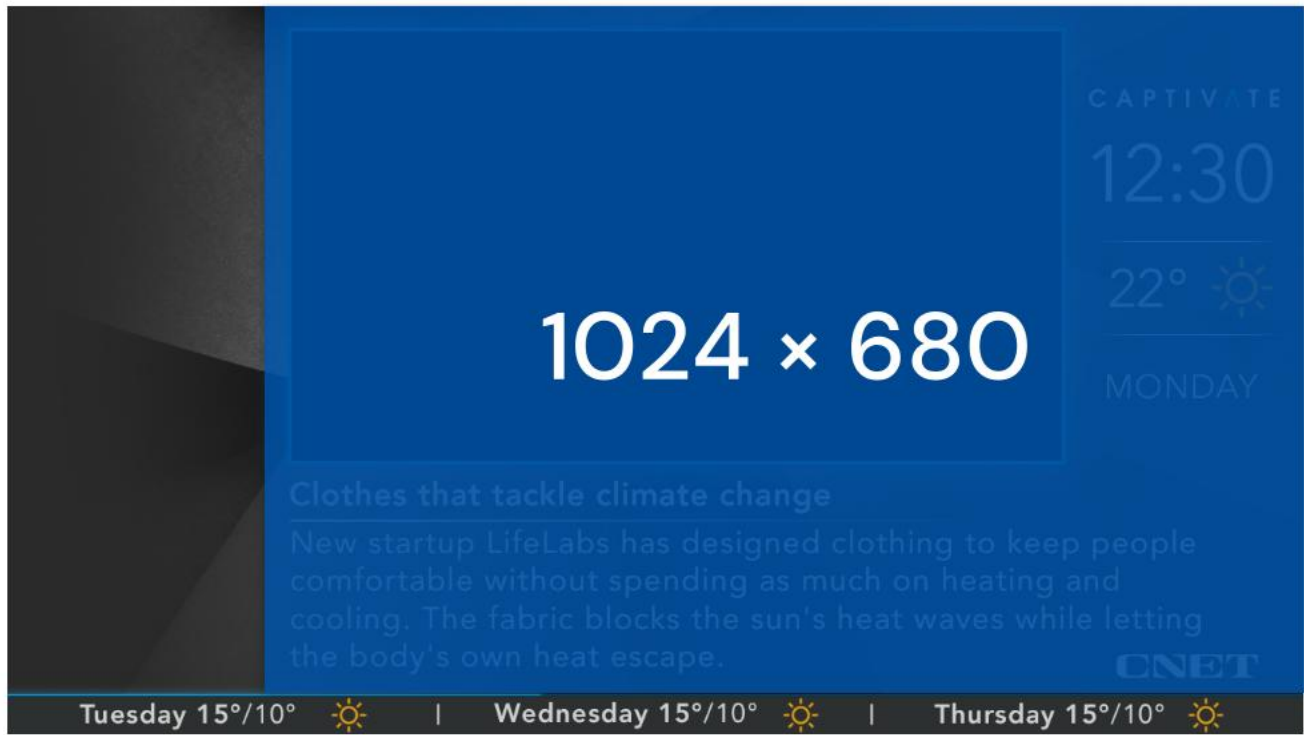- Provide elevator size, or both large screen sizes

DELIVERY

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

NEEDS ADVANCE DISCUSSION

- :30 ad units
- Captions (audio is not supported)

LARGE SCREEN
32" TO +80" DISPLAYS IN LANDSCAPE OR PORTRAIT

1024 × 680

Please provide both sizes

720 × 960

Full motion or static :15 ad unit that is paired with curated editorial content, maximizing impact through contextual relevance. Displays are in highly-visible, high-traffic areas including elevators and lobbies of office towers, residential buildings, and more.

ELEVATOR
12" TO +15" DISPLAYS

Please provide both sizes

REQUIREMENTS

- Motion (:15 mp4) or static (jpg, png)
- Static companion banner (jpg, png)
- Background color (HEX) and text color (black/white)
- No maximum file size
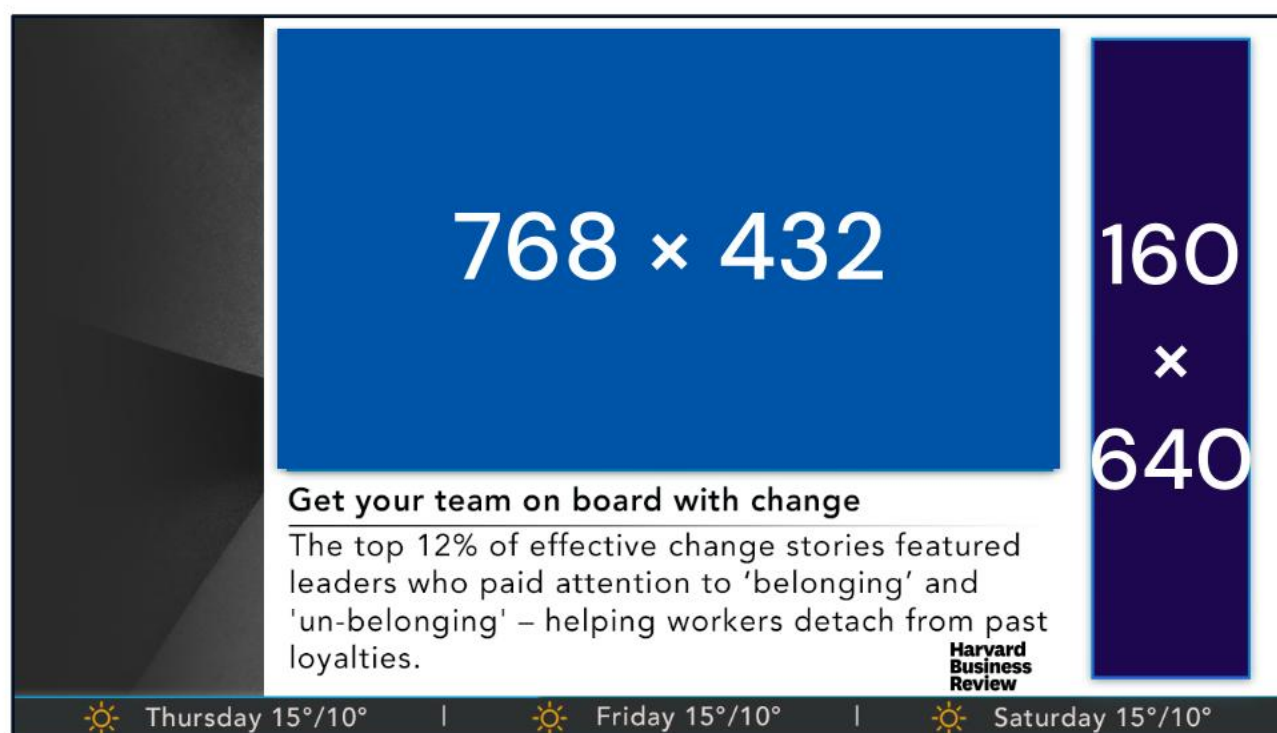- Provide both elevator sizes, or all large screen sizes

DELIVERY

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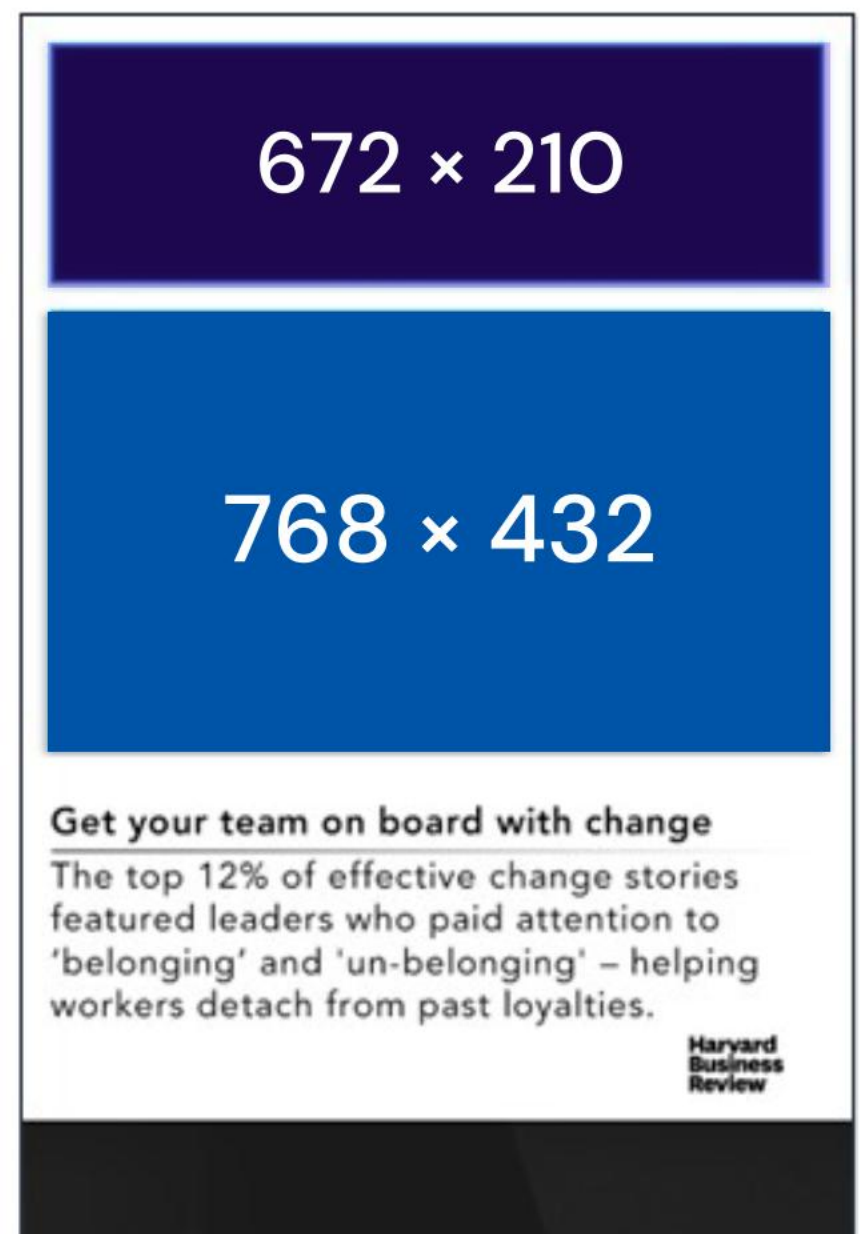
NEEDS ADVANCE DISCUSSION

- :30 ad units
- Captions (audio is not supported)

LARGE SCREEN
32" TO +80" DISPLAYS IN LANDSCAPE OR PORTRAIT
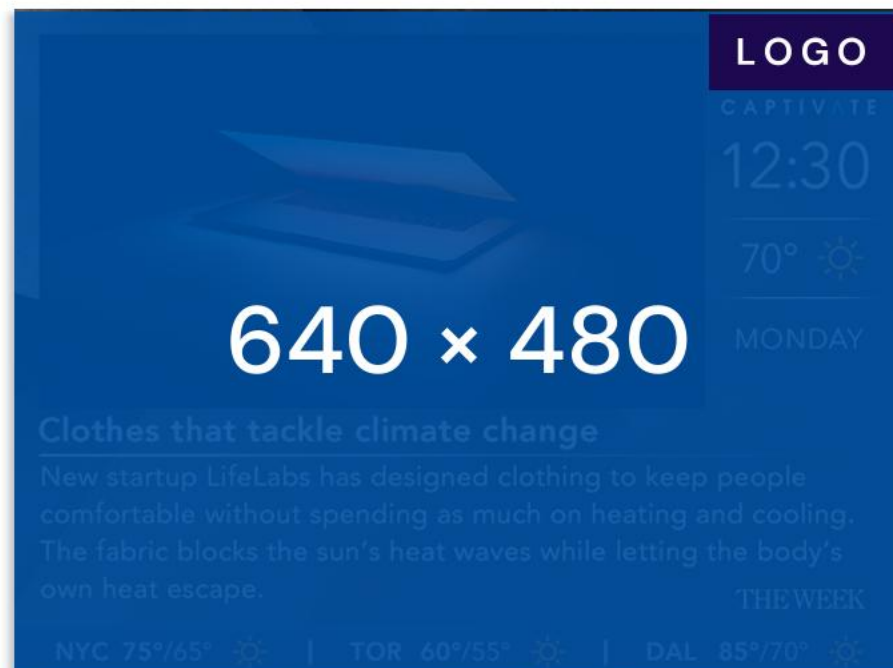

Please provide all three sizes

CAPTIVATE
FULL SCREEN BRAND INTEGRATION

Pairing of full screen video or static :05 ad unit with full screen editorial unit :10 that maximizes impact through contextual relevance. Displays are in highly-visible, high-traffic areas including elevators and lobbies of office towers, residential buildings, and more.

ELEVATOR
12" TO +15" DISPLAYS

Please provide both ad unit and logo file

REQUIREMENTS
- Motion (:05 mp4) or static (jpg, png)
- Logo vector in white (.ai or .svg)
- Provide elevator size, or all large screen sizes
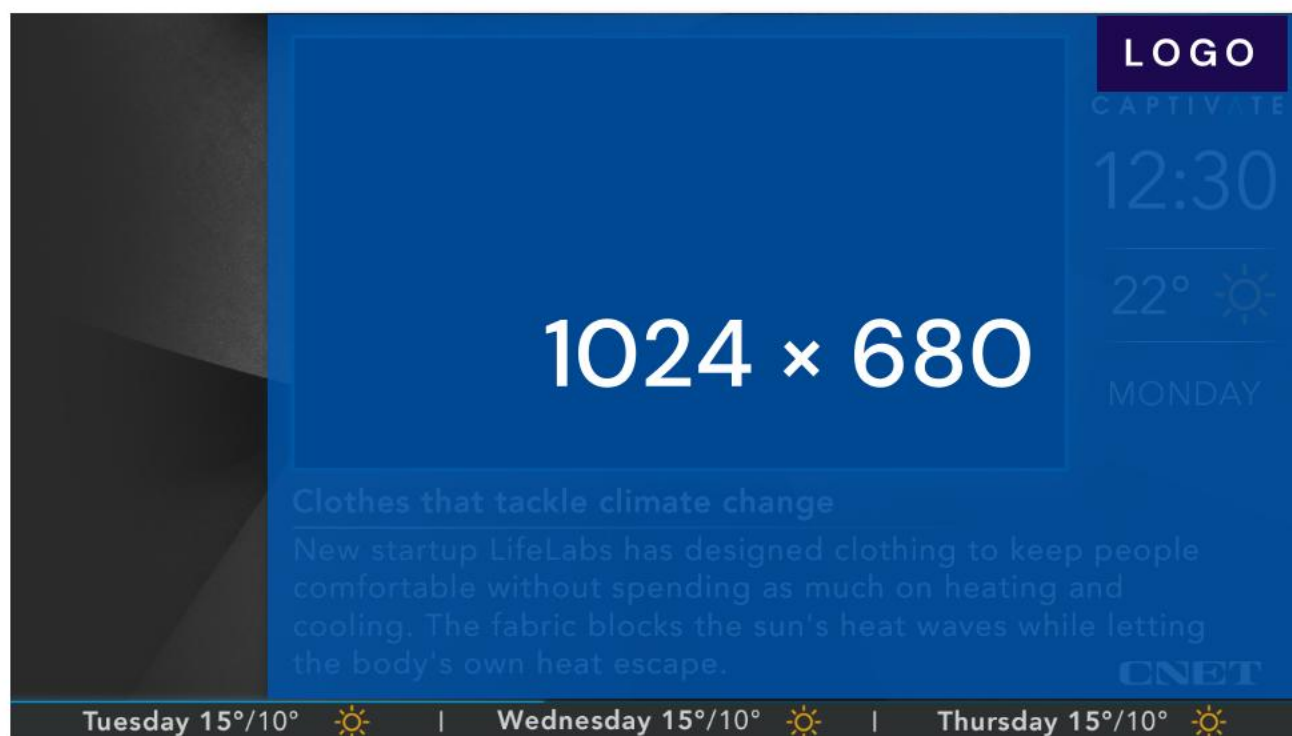
DELIVERY
- 5 days prior to start date
- Cloud-based transfers accepted
- Submit to spots@captivate.com

NEEDS ADVANCE DISCUSSION
- :30 ad units
- Captions (audio is not supported)

LARGE SCREEN
32" TO +80" DISPLAYS IN LANDSCAPE OR PORTRAIT

Please provide both ad sizes and logo file

Get in touch to learn more spots@captivate.com