Cover

Websites

- Condenast
- CMI Media
- Lagadère News
- Media Figaro
- Mediaobs
- Mpublicité
- Prisma

Télécharger la liste des sites

Format operation

- On arrival on the sites, the Cover is in a closed position. Its size will take 30% visibility of the screen on all devices.

- Onscroll, its size decreases to 10% visibility of the screen on all devices

- The Cover will expand on Roll over (Desktop) and on Touch (Mobile / Tablet). Its size will take 70% visibility of the screen, including the site menu, on all devices.

Closing modes

- Click on the «CLOSE» cross button

- Closing expand : Click on the «Close» cross or at the end of the video or automatically after 5 secondes if expand static

Sound

- Off by default

Cross Devices Format : mobile, tablette et desktop

The format is not capped, for every new page visit, the cover will appear in its initial state

Warning : Don't exceed 5Mo in total weight

For any information, contact us : cdp@massmotionmedia.com

Static Cover

Deliverables - 8 elements

Deliverables closed part - Cover (en jpg, png ou gif)

Desktop closed 30%	Desktop closed 10%	Tablette closed 30%
1920x300px (safe area : 1296x266px) 300Ko max	**1920x300px** (safe area : 1816x86px) 300Ko max	**1450x300px** (safe area : 676x226px) 200Ko max

Tablette closed 10%	Mobile closed 30%	Mobile closed 10%
1450x300px (safe area : 1446x66px) 200Ko max	**780x200px** (safe area : 362x136px) 100Ko max	**780x200px** (safe area : 696x102px) 100Ko max

Deliverables expand part - Cover (en jpg, png ou gif)

Expand portrait	Expand paysage
1100x1400px (safe area : 946x736px) 500Ko max	**1920x900px** (safe area : 1516x356px) 500Ko max
Desktop - Tablette - Mobile	**Desktop - Tablette - Mobile**

Download PSD control here:

PSD check

Examples of statics cover here

Video Cover

Deliverables - 9 elements

Cover video is composed of the static elements in addition to the video.

As regards videos, Massmotionmedia is in charge of the compression, you can deliver the video source without intervention on your part.
As regards videos, please provide us with HD quality source, without any alterations or resizing, in .mov or .mp4.

Square and vertical videos : the background default color is black on tablet and mobile.
You can give us the hexadecimal color you want instead of the black.

Deliverables closed part - Cover (en jpg, png ou gif)

Desktop closed 30%	Desktop closed 10%	Tablette closed 30%
1920x300px (safe area : 1296x266px) 300Ko max	**1920x300px** (safe area : 1816x86px) 300Ko max	**1450x300px** (safe area : 676x226px) 200Ko max

Tablette closed 10%	Mobile closed 30%	Mobile closed 10%
1450x300px (safe area : 1446x66px) 200Ko max	**780x200px** (safe area : 362x136px) 100Ko max	**780x200px** (safe area : 696x102px) 100Ko max

Deliverables expand part - Cover (en jpg, png ou gif)

Accepted video sizes

Vidéo - horizontal		Vidéo - square		Vidéo - vertical
1920x1080px	OR	**1080x1080px**	OR	**1080x1920px**

Non Optional Back upvisuels

Expand portrait	Expand paysage
1100x1400px	**1920x900px**
(safe area : 946x736px)	(safe area : 1516x356px)
500Ko max	500Ko max

Desktop - Tablette - Mobile **Desktop - Tablette - Mobile**

Download PSD control here:

**PSD check
Horizontal Video**

**PSD check
Square Video**

**PSD check
Vertical Video**

Examples of videos cover here

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HTML5 Cover

Deliverables - 1 file only, in HTML5 responsive

Please build your creative in our HTML5 Sizmek template, being aware of the format operation.

A ReadMe.txt is included in the Zip file to help you find your way.

Anticipate the portrait and landscape ratio in the same HTML5.

In the case you'll want to use static elements on one or several states of the creative, please refer to the static cover specifications on page 2 for those elements.

Download Sizmeck HTML5 template :

Sizmek HTML5 template

Examples of animated HTML5 cover here

Carousel Cover

Deliverables - 12 elements minimum

All the elements below are to be delivered.
It is recommended to deliver the 6 visuals even for a distribution on one or two devices.

A maximum of 5 visuals can be used in the carousel.
All visuals on the carousel must be the same size.

Deliverables closed part - Cover (en jpg, png ou gif)

Desktop closed 30%	Desktop closed 10%	Tablette closed 30%
1920x300px (safe area : 1296x266px) 300Ko max	**1920x300px** (safe area : 1816x86px) 300Ko max	**1450x300px** (safe area : 676x226px) 200Ko max

Tablette closed 10%	Mobile closed 30%	Mobile closed 10%
1450x300px (safe area : 1446x66px) 200Ko max	**780x200px** (safe area : 362x136px) 100Ko max	**780x200px** (safe area : 696x102px) 100Ko max

Deliverables expand part - Carrousel

Logo	Carrousel visuels	Font
200x200px minimum (png, jpg, ai, svg)	**3 sizes accepted :** **- 500x282px** **- 282x500px** **- 500x500px** (jpg ou png)	(ttf,eot ou otf)

Background - portrait	Background - paysage	Descriptive texts
Plain background or texture 1100x1400px (jpg ou png)	Plain background or texture 1920x900px (jpg ou png)	200 characters maximum by description (optional)

Download control PSD here:

PSD check

Images 282x500px   Images 500x500px   Images 500x282px

Demo here

Cover Inspiration

Cover swapping

The Cover swapping format presents up to 4 different universes.
The background and the video - if there is one - are revealed to the internet user.

Demo here

Cover + display Scroll Motion

With the Scroll Motion format, the Internet user appears and disappears
the elements of the format by scrolling.

Demo here

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Cover countdown

The countdown can be present in both the closed version and the open version.

[Demo here](#)

For any request for yechnical specificatipns, please contact **cdp@massmotionmedia.com**

Carousel Pre roll

The carousel pre roll allows you to present several images during the video.

A carousel is present next to the video and allows the user to navigate between several visuals. Images scroll by themselves if there is no interaction.
The carrousel can hold up to a maximum of 4 images.

Watch the demo

Deliverables

Logo	IMG	Font	Video	CTA (in option)
100x60px minimun (png, jpg, ai, svg) 50 Ko max	**420x480px (jpg or png)** 300 Ko max	**(ttf or eot or otf)**	**HD 1920x1080px (mov or mp4)**	**860x110px minimum (jpg or png)** 100 Ko max

Below you will find an example showing the different elements and their position

1 - Logo & claim
2 - Video
3 - CTA
4 - IMG
5 - Visual legend
6 - Navigation

Download the PSD

Massmotionmedia supports video compression,
it must be delivered in sufficient quality (.mov or .mp4 in HD quality) for optimal rendering.

Form Pre Roll

The Form pre roll allows you to collect information during a video.

Fields to be filled in are located below the video, when these are completed and the information has been sent, a thank you message appears in place of the fields. The form can have a maximum of four fields.
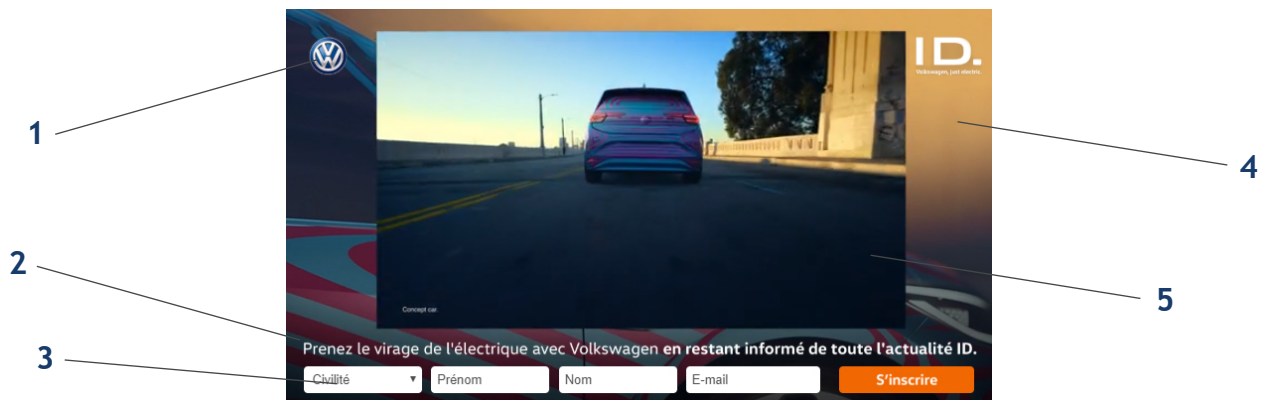
Watch the demo

Deliverables

Logo	Background image	Font	Video
100x60px minimun **(png, jpg, ai, svg)** 50 Ko max	**640x360 minimum** **(jpg or png)** 300 Ko max	**(ttf or eot or otf)**	**HD 1920x1080px** **(mov or mp4)**

Below you will find an example showing the different elements

1 - Logo
2 - Claim
3 - Formu
4 - Backgroung image
5 - Vidéo

Download the PSD

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Call to Action Format

Deliverables - 5 elements

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Square and vertical videos : the background default color is black on tablet and mobile. You can give us the hexadecimal color you want instead of the black.

YOU HAVE TO PROVIDE:
Logo in .psd
CTA
Catchphrase
Product in .psd
Background color

Reveal Ad format

The Reveal Ad format reproduces the scratch ticket effect.

The user simply needs to touch the screen with the finger or rolling over with the mouse to erase the first screen **(teaser)** in order to reveal the second one **(reveal)**. If the user does not interact with the format, the first screen erases itself after 8 seconds.

It is possible to have a video in the Reveal screen, it will automatically begin after the Teaser screen is erased.

| Watch the video demo | Watch the static demo |

Delivrables

Static Reveal Ad format

Teaser Image	Reveal image
300x250px (jpg or png)	300x250px (jpg or png)

Video Reveal Ad format

Teaser image	Reveal image	Reveal video
300x250px (jpg or png)	300x250px (jpg or png)	HD 1920x1080px (mov or mp4)

The Reveal image needs to have a dedicated spare space for the video (example below)

Reveal image   Spare space for the video

Massmotionmedia supports video compression,
it must be delivered in sufficient quality (.mov or .mp4 in HD quality) for optimal rendering.

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Ad Choice format

The Ad Choice format is a format the allows the user to vote between two options.
This format highlights a duality and lets the user to possibility to choose. When voting, the choice is registered and the results are displayed .

Watch the demo

Delivrables

PSD Mock-up
300x250px (psd)

The psd file must be composed of three different stages, please see the example below:

Initial stage
A voting option is proposed

Choice 1
Results for team 1
are diplayed

Choice 2
Results for team Z
are diplayed

Download the mock-up PSD