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.

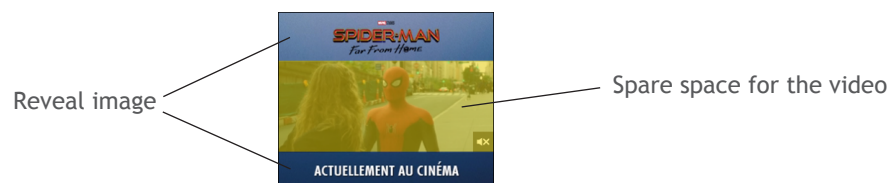**Watch the video demo** **Watch the static demo**

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.