PreHome

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Static PreHome

Display your brand presence as soon as users arrive on M6+ by standing out at the heart of the platform the moment they connect.

This immersive and clickable format allows you to instantly capture attention and engage your audience from the very first moments.

> **Availability:**

Direct campaign	4 screens - Web, In App, CTV

- **Ad server used:** GAM (Google Ad Manager)
- **Deadline for receiving technical assets:** 5 business days before campaign launch
- **Expected formats**: Images JPG + URL or Trackings PCC

Format produced by the client

PSD source file : TEMPLATE PSD

Deliverables:

Platform	Format	Size	Weight	Type
Web Responsive / CTV	Horizontal	1920x1080	< 700 Ko	JPG
InApp Mob-Tab	Vertical Tablet	1536x2048	< 700 Ko	JPG
	Horizontal Tablet	2048x1536	< 700 Ko	JPG
	Vertical Mobile	738x1473	< 700 Ko	JPG

Format produced by M6 Unlimited

Technical asset delivery deadline: 10 business days before the project goes live
Delivery process: Introduction coordinated by the sales contact with the M6 U team

Deliverables: Please provide all graphic assets in high definition (if assets are assembled, they must be delivered in PSD format) along with all necessary information for the background creation (creative brief, logos, fonts, text messages, etc.).

- All creative elements separated in .psd format, logo(s) in .ai or .png
- Font files in .otf or .ttf format
- A creative brief including the copy, and if possible, an example of a digital advertisement
- The redirection URL

Format Visual



Video PreHome

Enhance your advertising creative on the M6+ interface by standing out as soon as the user arrives. Immerse your audience in your brand universe through an immersive format that seamlessly integrates your advertising spot, capturing attention from the very first moments.

> **Availability:**

Direct campaign	4 screens - Web, In App, CTV

- **Ad server used**: GAM (Google Ad Manager)
- **Deadline for receiving technical assets:** 5 business days before campaign launch
- **Expected formats**: Images JPG + Video + URL or Trackings PCC

Format produced by the client

PSD source file : TEMPLATE PSD

Deliverables:

Device	Format	Size	Weight	Type	Remarque
Web	Horizontal	1920x1080	200 Ko	JPG	Large screen size
		1024x576	90 Ko	JPG	Large screen size
InAPP	Vertical Mobile	738x1473	400 Ko	JPG	Video player area positioned in the center occupying 1/3 of the format – landscape mode displays video only
	Vertical Tablette	1536x2048	400 ko	JPG	
CTV	Horizontal	1920x1080	900 Ko	JPG	
Video	Same technical specifications as 16:9 pre-roll formats				

Format réalisé par M6 Unlimited

Deadline for receiving technical assets: 10 business days before the project goes live

Delivery process: Introduction coordinated by the sales contact with the M6U team

Deliverables: Please provide all graphic assets in high definition (if the assets are assembled, they must be delivered in PSD format) along with all information necessary for the background creation (creative brief, logos, fonts, text messages, etc.)

- The video/spot in 16:9 .mp4 format
- All creative elements separated in .psd format, logo(s) in .ai or .png
- Font files in .otf or .ttf format
- A creative brief including the copy, and if possible, an example of a digital advertisement
- The redirection URL

Format Visual

PreHome Reveal

Offer a playful and engaging experience that captures the user's attention as soon as they arrive on M6+. Stand out on the platform by showcasing your brand presence and invite users to scratch or reveal an area through interaction, uncovering a new personalized message and creating an immersive, dynamic experience.

Availability:

Direct campaign	Web

- **Ad server used:** DFP (Google / Doubleclick)
- **Deadline for receiving technical assets:** 10 business days before campaign launch
- **Tracking :** Pixel & ClicCommand accepted
- **Interaction**: Move the mouse or finger across the screen to erase the first message and reveal a second one
- **Closing behavior**: Click on the "Access M6+" button on desktop or the "CLOSE" cross on tablet and mobile
- **Delivery contact:** adops@m6.fr

Format produced by the client

PSD source file: TEMPLATES PSD

Deliverables:

Device	Visual	Resolution	Weight	Type
WEB • Desktop • WebMobile responsive	Teaser	1920x1080	< 350 ko	JPG
	Reveal			
	Teaser	800x1200	< 150 ko	
	Reveal			
	Custom cursor	300x300	< 100 ko	PNG / GIF

- Interaction: Move the mouse or finger across the screen to erase the first message and reveal the second one.

- Closing behavior: Click on the “Access M6+” button on desktop or the “CLOSE” cross on tablet and mobile.

All creatives must be saved in progressive mode (option available in Photoshop when exporting)

Format produced by M6 Unlimited

Deliverables:

- All creative elements separated in .psd format, logo(s) in .ai or .png
- Font files in .otf or .ttf format
- A creative brief including the copy, and if possible, an example of a digital advertisement
- The redirection URL

PreHome Reveal Vidéo

A full-screen takeover through an immersive, clickable, and interactive format offering a playful experience that reveals your storytelling. The user is invited to scratch/reveal an area of the image to discover your video spot.

> **Availability:**

Direct campaign	Web

- **Ad server used:** DFP (Google / Doubleclick)
- **Deadline for receiving technical assets:** 10 business days before campaign launch
- **Tracking** : Pixel & ClicCommand accepted

Format produced by Massmotion

> For any requests regarding production or contact with MassMotionMedia, please contact the Marketing Innovation team at: marketing.innovation@m6.fr

Deliverables:

Device	Visual	Resolution	Weight	Type
WEB • Desktop • WebMobile responsive	Teaser	1920x1080	< 350 ko	JPG
	Reveal			
	Teaser	800x1200	< 150 ko	
	Reveal			
	Custom curseur	300x300	< 100 ko	PNG / GIF
Video		**1920x1080**	< 4Mo	MP4