

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
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- **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
