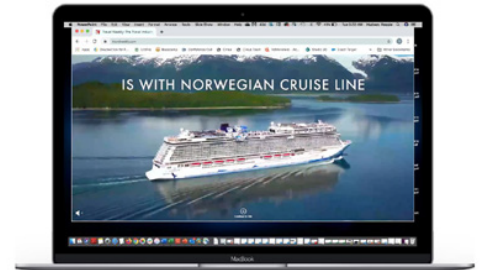


Eclipse Video Takeover

Maximize your impact with our exclusive Eclipse Video Takeover!

HIGHLIGHTS

- This high impact ad unit – custom built by Northstar – is immersive upon page load with full-screen auto-play video (short format) and leave-behind Super Leaderboard banner.
- To see a demo of the Eclipse unit, [click here](#).



HOW IT WORKS

- Available on desktop/tablet only and served as an exclusive alternate to Northstar’s standard Billboard sponsorship, The Eclipse Video unit opens (upon first visit) to a full screen video, while ensuring the user is visually aware of the main site navigation and scroll-to-site functionality. The full screen video will appear once per user visit.
- All subsequent pageviews will receive a static Super Leaderboard leave-behind that will allow the user to click to go back to the video screen or click through to the ad’s call-to action.
- Client supplies direction and creative materials for Northstar’s Digilab team, including: video (either video file or YouTube/Vimeo URL), logo (.png format), imagery, messaging, brand guidelines, and click-through URL. Clients have the ability to tag both screens to measure delivery, engagement, viewability and brand safety.



PERFORMANCE INDICATORS

- Impressions, Clicks, CTR, Play Length (Start, 25%, 50%, 75%, Completion), Mute, Viewability, Avg View Rate, Avg View Time.

TECHNICAL SPECIFICATIONS

- Accepted video file types: MP4, MOV, AVI, MPEG, OGV file. Or a YouTube Video URL, or Vimeo Video URL.
- Click, impressions, engagement and viewability third-party tracking are also accepted.
- Files larger than 4 MB are not accepted.

	File Format	Max Video Length	Max Video File Size	Unit Dimensions
Eclipse Video Unit	Video	:15	4 MB	Full Screen
	File Format	Resolution	Max File Size	Unit Dimensions
Super Leaderboard Leave-Behind	GIF, JPEG, JPG, PNG (Flash not supported)	72 DPI	60 KB	970x90