Channel Spec Sheet:
High Impact

What is High Impact?

Visually dominant, immersive ad formats (homepage takeovers, skins, billboards, interactive rich media).

Why use this channel?

- Maximum visibility & attention
- Ideal for launches, seasonal, or brand campaigns
- Interactive, creative-led experiences

When is it used?

Awareness campaigns, big-brand moments, seasonal tentpoles.

Targeting options

Geo, contextual, behavioural, premium publisher placements.

Creative functionalities

- Homepage takeovers
- Expandables, parallax, scrolling formats
- Video + interactive experiences

Technical specifications

- File: HTML5/MP4/JPG/PNG
- Sizes: Billboard 970×250, Half Page 300×600, Skins (publisher-specific)
- Max file: up to 5MB (publisher-dependent)

Assets required

- Layered design files (PSD/AI)

- Copy deck (headline, subline, CTA)
- High-resolution images (2000px+) or video
- Logos, fonts, brand guidelines
- Interactive specs (animations, triggers)

Copy matrix

- Hero headline (≤40 chars)
- Secondary copy (≤80 chars)
- CTA text (≤20 chars)
- Optional: interactive prompts