Top Responsive

A full width, responsive unit served above the page header. It can support full-bleed, embedded or interactive video, HTML5 animation, and carousel units.

Placement: Desktop, Tablet, Phone





CANVAS SPECS

DIMENSIONS

- Breakpoint 1: 1920 x 250
- Breakpoint 2: 1000 x 250
- Phone Portrait: 750 x 500 (retina display)

SUPPORTED FILES

- Photoshop: Layered, organized PSD files to allow for additional interactive animation and responsive scaling; Separate branding and messaging from background image
- Image Files: .jpg, .png, .gif
- Fonts: .otf, .ttf
- Videos: .mp4, .mov

VIDEO SPECS *if applicable*

- Dimensions:
 - o 1. Full Bleed:
 - > Desktop: 1920 x 300 | 1000 x 300
 - ➤ Phone Portrait: 750 x 500
 - o 2. Embedded: 1920 x 1080 (16:9)
- File Type: .mp4 or .mov
- Resolution: 1080p
- Codec: H.264 MP4 and VP8 WebM, MOV or AVI
- Frame Rate: 30 fps or 29.97 fps
- Audio Bitrate: 128 kbps minimum
- Audio Codec: AAC / MP3 / MP4
- Recommended Length: 15 30 seconds
- Maximum File Size: 25 MB; vendor renders to file weight specs.

