

resident alien

DIGITAL DECK - ROUND 1
December 23, 2021

LEROY & ROSE

IMDB

IMDB - Cross Screen Interstitial 2560x2560

FLIGHT DATE: 1/21

ASSET DUE: **12/28**

FEEDBACK DUE: **12/28**



IMDB - Targeted ROS Videowall Desktop - Top Ad

FLIGHT DATE: 1/21

ASSET DUE: 12/28

FEEDBACK DUE: 12/28

The screenshot shows the IMDb website desktop interface with a targeted ROS videowall advertisement. The top navigation bar includes the IMDb logo, a menu icon, 'IMDb TV', a search bar, 'IMDbPro', a watchlist icon with '12' items, and a user profile icon for 'Ben'. The main banner features a promotional image for 'resident alien SEVU' with the text 'HE'S BACK. WE'RE DOOMED.' and a 'Watch Now' button. Below the banner is a 'Up next' section with three video thumbnails: 'Palm Springs' (2:43), 'Peninsula' (1:51), and 'HOW WELL DO YOU KNOW THE FLEET?' (3:49). The 'Featured today' section includes 'Our Favorite TV Families, From the Dunphys to the Sopranos' and 'Karamo Brown's LGBTQIA and Racial Justice Picks'. A 'Sponsored' label is visible at the bottom right of the featured content.

IMDB - Targeted ROS Videowall Desktop - Rectangle 300x250

FLIGHT DATE: 1/21

ASSET DUE: **12/28**

FEEDBACK DUE: **12/28**



IMDB - Targeted ROS Videowall Desktop - Top Ad

970x570 Expanded

970x250 Collapsed

FLIGHT DATE: 1/21

ASSET DUE: **12/28**

FEEDBACK DUE: **12/28**



IMDB - Targeted ROS Videowall Desktop - Background 1920x1080

FLIGHT DATE: 1/21

ASSET DUE: **12/28**

FEEDBACK DUE: **12/28**



IMDb - Targeted ROS Videowall Desktop - Custom IMDb Logo - 64x56

FLIGHT DATE: 1/21

ASSET DUE: **12/28**

FEEDBACK DUE: **12/28**



Actual Size



Viewable Size

IMDB - Targeted ROS Videowall Desktop - Tall Mobile Banner 640x200

FLIGHT DATE: 1/21

ASSET DUE: **12/28**

FEEDBACK DUE: **12/28**



IMDB - Targeted ROS Videowall Desktop - Mobile Video Wall Hero Banner 640x600

FLIGHT DATE: 1/21

ASSET DUE: **12/28**

FEEDBACK DUE: **12/28**



IMDB - Targeted ROS Videowall Tablet Banner 1456x180

FLIGHT DATE: 1/21

ASSET DUE: **12/28**

FEEDBACK DUE: **12/28**



1456x180

Amazon

Amazon - Fire Homescreen Feature Rotator Background

FLIGHT DATE: 1/21

ASSET DUE: 1/6

FEEDBACK DUE: 12/30

IN-SITU UI 1



IN-SITU UI 1 with guides



Amazon - Fire Homescreen Feature Rotator Background

FLIGHT DATE: 1/21

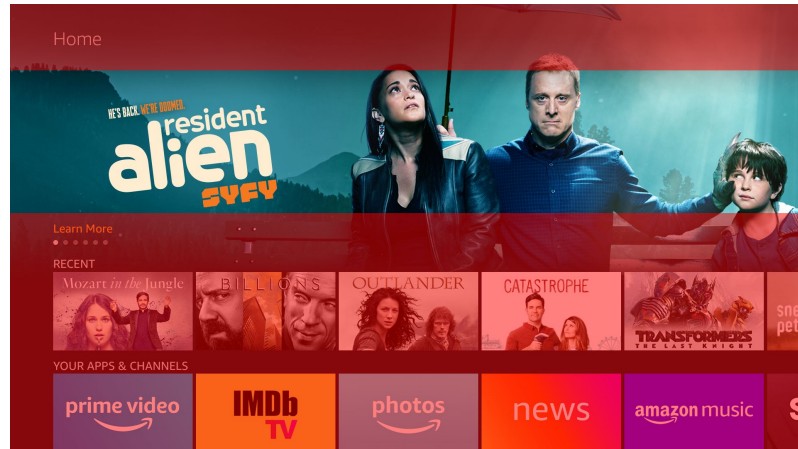
ASSET DUE: 1/6

FEEDBACK DUE: 12/30

IN-SITU UI 2



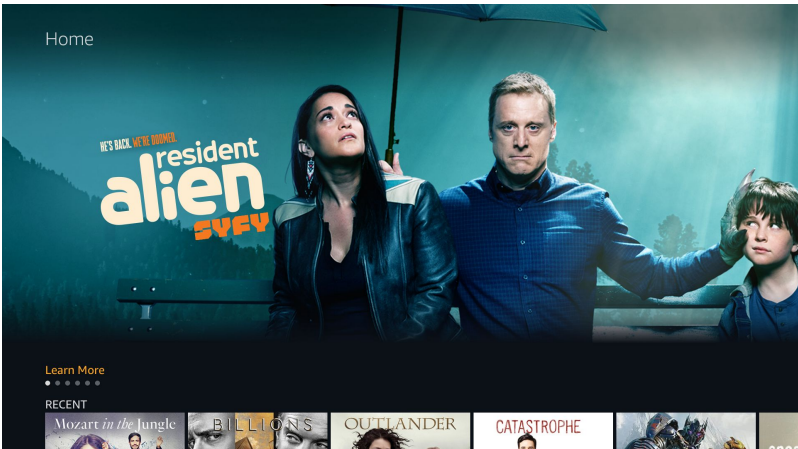
IN-SITU UI 2 with guides



Amazon - Fire Homescreen Feature Rotator Background

FLIGHT DATE: 1/21
ASSET DUE: 1/6
FEEDBACK DUE: 12/30

IN-SITU UI 3



IN-SITU UI 3 with guides



Amazon - Fire Homescreen Feature Rotator Background

FLIGHT DATE: 1/21

ASSET DUE: 1/6

FEEDBACK DUE: 12/30

1920x720 BACKGROUND ONLY



640x260 LOGO OVERLAY ONLY



Google

Google - 300x250, 300x600, 728x90, 970x250

FLIGHT DATE: 1/21

ASSET DUE: 1/6

FEEDBACK DUE: 12/30



300x600



300x250



728x90



970x250

The Trade Desk

THE TRADE DESK - Programmatic PMP Display - (Vulture Impact Athena Unit) - 1060x590 & 1400x510 - **Desktop**

FLIGHT DATE: 1/21
ASSET DUE: 1/6
FEEDBACK DUE: 12/30

1060x590



1400x510



THE TRADE DESK - Programmatic PMP Display - (Vulture Impact Athena Unit) - 640x960 - **Mobile**

FLIGHT DATE: 1/21
ASSET DUE: 1/6
FEEDBACK DUE: 12/30

640x960



Fandom

Fandom - 1600x400, 1600x160, 640x213

FLIGHT DATE: 1/21

ASSET DUE: **1/6**

FEEDBACK DUE: 12/30

1600x400



1600x160



640x360

