

**Sizmek**<sup>TM</sup>

**MSN FilmStrip**

Build Guide

## OVERVIEW

**Ad Format** This format is to be used with an Expandable Banner in the Sizmek platform.

**Description** The FilmStrip ad is a Rich media ad unit that has five different “slides”, showing creative story-telling capabilities all in a single ad creative, aligning the five segments of the Filmstrip to the five stages of the purchase funnel (awareness, interest, desire, intent, and loyalty).



This ad format is available only within the 300x600 ad placements on MSN.

**Ad Parts** Each FilmStrip ad comprises the following elements, an example of each are included as part of the source file Bundle:

<b>1 x Default Image</b>	<b>300 x 600</b>
<b>1 x Default Banner</b>	<b>300 x 600</b>
<b>1 x Panel</b>	<b>300 x 600</b>
<b>5 x Content Assets</b>	<b>300 x 600</b>

**Demo** FilmStrip Ad - [online demo](#)

FilmStrip Ad - [offline demo](#)

**Test Tags** FilmStrip Ad live sample tags - [download here](#)

**Source files** Sizmek Workshop Bundled Ad example (EBS) - [download here](#)

Sizmek Workshop source files Bundle ZIP - [download here](#)

**Important Note:** *New FilmStrip ads must be created using the source template Workshop Bundle source files that can be downloaded and re-skinned. The template is only available in AS3.*

### Open source example notes

This open source ad template is **built to the correct Sizmek specifications** and can be easily re-skinned. This example is designed to function as described in this kit.

There are external classes in a folder named ‘COM’ included in the ZIP that is required to be in the same folder as the source files when unzipped for the ad to function properly.

**Any and all amendments are up to the skill of the individual creative developer.**

SWF files must be published in AS3 and Flash player 9.

It is imperative that Creative developers using this guide refer to the MSN Spec information available from the link on page 2 regarding the exact specs for the FilmStrip Ad.

Ads that have been built outside MSN and or Sizmek specs can cause delays and additional cost to the creative agency.

**Ad specs** Please refer to the MSN specs page for this format:  
[http://advertising.microsoft.com/ForAdvertisers/CreativeSpec.aspx?CS\\_CreativeSpecID=140](http://advertising.microsoft.com/ForAdvertisers/CreativeSpec.aspx?CS_CreativeSpecID=140)

## The User Experience

The IAB Filmstrip is a unique ad placement that allows the creative story-telling through a series of stitched together 300x600 panels (5 panels for a total canvas of 300x3000 pixels).

### Initial Experience – First Panel

The first interactive panel of the Filmstrip is loaded on initial visit. The user can interact or view the panel as any normal 300x600 interactive placement. The user can then move between the panels in the following ways:

- **Direct Interaction (ON Click)**  
There are predefined areas at the top and bottom of the panels that allow the user to click to move to the next panel (it is recommended that there be a clear call to action message to the user in these spaces).
- **Scroll (ON Mouse or Browser Scroll)**  
As the user scrolls down the web page the Filmstrip will automatically move to the next panel of the creative. To ensure a clean understandable user interaction, the Filmstrip only scrolls one panel per page.
- **Sequencing (Repeat Visits)**  
If the user has interacted with the ad and moved to a specific panel (such as panel #2), any return visits to the site would auto-scroll the filmstrip to the next sequential frame (panel #3 in this example).

### General Creative Requirements

- The Frames per second (FPS) of your Flash movie should not exceed 18fps. Settings greater than 18fps will result in poor performance for many users and is not allowed.
- Audio must be user-initiated and never automatic.
- Audio insertion into flash file may begin no earlier than the second frame.
- If audio is used, creative must include an On/Off switch for users.
- Animation is limited to first 15 seconds, looping is unlimited within 15 seconds. Use animation carefully: Keep animation smooth and fluid, using slow motions and gentle fades. Fast and abrupt motion has been shown to be highly irritating. Avoid experiences that 'break-through' the page or abuse the content.
- On Click (a custom interaction must be used), Ad opens up target page into a new browser.

## Flash guidelines

### 1. Set up Workshop for Flash:

Ensure that you have the latest version of Workshop for Flash installed, this can be **downloaded [here](#)**. Click here for **[installation guideline](#)**

### 2. Create new ad:

**Download the Sizmek Workshop template** ZIP file from the link on page 1 and unzip the file ensuring that the same folder structure is maintained.

**NOTE:** This open source ad template is built to the correct Sizmek specifications, can be easily re-skinned and is designed to function as described in this kit. This example is provided as is and any additions or amendments are up to the skill of the individual creative developer.

In Flash, open the Workshop panel from **Window> Other Panels> Sizmek Workshop**.

Select the “open existing ad” option from Workshop interface and open the **.EBA** file from the location where you extracted the files.

The ‘COM’ External classes folder included in the ZIP must be in the same folder as the FLA files

### 3. EB code in Flash

Leave the first frame BLANK and Include the following script:

For Action Script 2.0:

**EB.Init();**

For Action Script 3.0:

**EB.Init(this);**

Click Through and redirect user to ad URL, **a custom interaction is required for this format to prevent the panel from closing and must be used:**

**EB.Clickthrough("user ");**

Custom Interaction Click Through for additional ad URL. (If any):

**EB.Clickthrough("targetName");**

Example of *targetName*: BlogURL, OrderURL, FacebookURL

Track user initiated interaction:

**EB.UserActionCounter("interactionName");**

Example of *InteractionName*: ReplayAd, CloseAd

Track automated event.

**EB.AutomaticEventCounter("eventName");**

Example of *eventName*: DisplayedProduct, LoadedGame

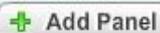
### 4. Ad Settings

Click the  **Ad settings** button on the Workshop interface

Ensure a default image (backup image) is assigned

In the **Panels** section>

- The ‘Panel1’ should be selected as the ‘default panel’ indicated by the green tick.
- ensure the ‘auto retract when’ setting is set to ‘Never’
- The ‘Transparent’ tick box should be selected

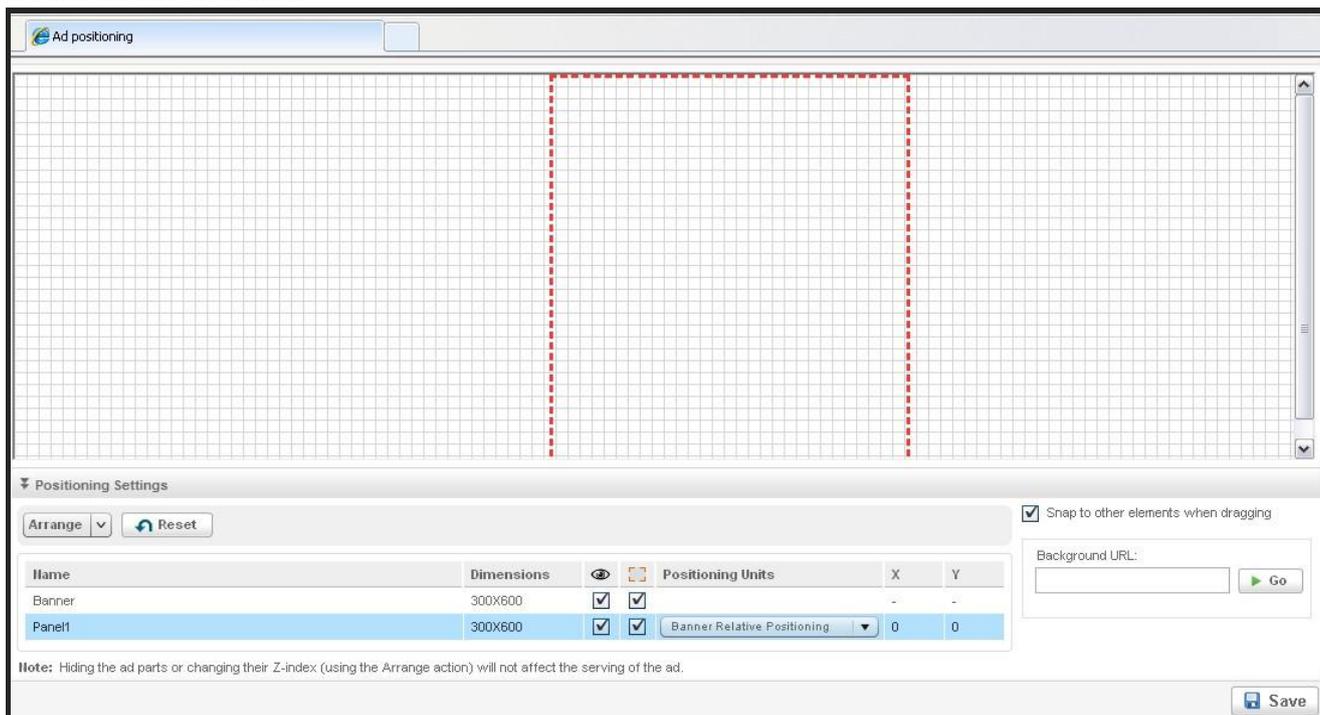
Panels						
						
Default Panel	Panel Name	File Name	Auto Expand on Mouse Over	Delayed Expansion	Auto Retract When	Transparent
<input checked="" type="checkbox"/>	Panel1	...Template_AS3WMM_FilmStrip fla ...	<input type="checkbox"/>	<input type="checkbox"/>	Never	<input checked="" type="checkbox"/>

### 5. Positioning settings

While this ad is defined as an 'expandable ad' there is no element of the ad that expands beyond the 300x600 banner space. The correct settings in this instance are Y=0 X=0

For reference, to change the or verify these settings: Click the  **Ad positioning** button

The ad will open in a browser window and a drag and drop interface allows you to move the pieces of the ad around within the frame:



You can enter a live background URL (target page). [Click here to learn more](#)

The existing 'banner relative positioning' settings are:

Panel1      300x600      X:0      Y:0

Click **save** and close the browser window and clicking 'continue' and 'save' in the Workshop interface.

### 6. Testing your ad

Preview your ad and use the Ad  **Interactions Monitor** button in Preview Window:

The screenshot shows the 'Ad Interactions Monitor' window. It has a title bar with the text 'Ad Interactions Monitor' and a 'Clear' button. The main area contains a table with the following data:

Stop Custom Timer Interaction	Panel1	StopTimer	timer_Slide2
Stop Custom Timer Interaction	Panel1	StopTimer	timer_Slide1
Automatic Event Counter Interaction	Panel1	AutomaticEventCounter	Cookie_automatic_move_slide_2

Make sure that all the interactions and commands are being tracked. Paying special attention to the correct functioning of all click through actions.

## 7. Uploading your ad to your account

From the Workshop interface use the  button to upload your completed ad into your Sizmek account.

You can also choose to “Bundle the ad for upload” from the Workshop ‘Ad’ menu and use the ‘Create Ad from Bundle’ from the Ad list within your Sizmek account:



## Sizmek MDX Platform – Ad Process

### 1 Basic Introduction (Login required)

- [Overview of Sizmek MDX Platform](#)
- [Edit an Ad](#)
- [Setup for Custom Click Through \(if any\)](#)

### 2 Ad settings

From the main menu in the Sizmek MDX platform, select **Manage > Ads**

The from the **Ads list** select your ad and either double click to open to edit or click the **Edit** button and select **Setup> Ad settings** .

#### Positioning and auto expansion

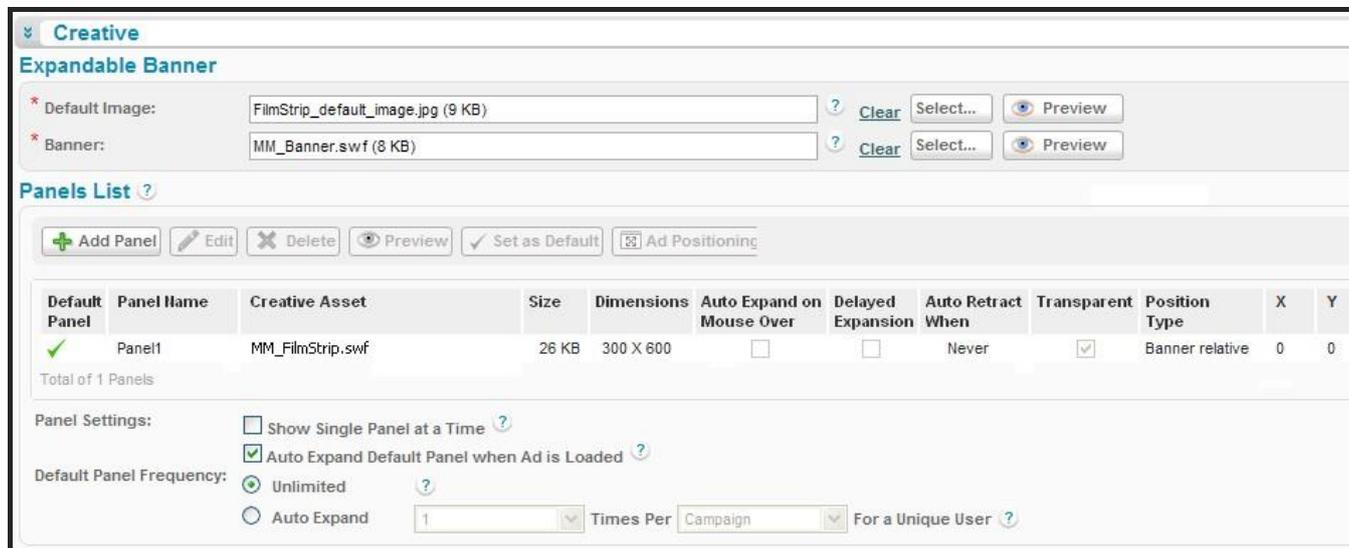
The downloadable source file Bundle from the link on page 1 has the fully functioning ad with all the correct settings already in place.

Under the **Creative** section, the **Panels Lists** the panels in the ad '**Panel1**' is an auto expanded panel that must be set to never close. There is no frequency cap to be applied as this auto expansion is part of the normal functioning of the ad.

The expanding panel settings need to be set as 'banner relative' with the co-ordinates set to:

Panel1      300x600      X: 0      Y: 0

In order for the auto expanding panel to behave correctly it needs to be set so that the 'Panel1' is the 'default panel', indicated by the green tick, the 'auto expand default' tick box needs to be selected, along with the 'Default Panel Frequency' set to 'Unlimited':



### 3 Sizmek Video Specs

Video used in a Sizmek ad should be the correct size in KB/MB according to the publisher specifications as per the link on page 2. The **source** video file properties should be as follows in order to create a high quality video experience:

- File Type:** FLV or MP4
- Video Bit rate:** Kb/s, greater than 500kbps
- Audio Bit rate:** Kb/s greater than 48kbps is sufficient
- Frame Rate:** 25fps
- Dimensional Size:** Width and Height is flexible while there are no fixed dimensions an appropriate balance between overall image quality, duration and dimensional size is recommended.
- Source file size\*:** 10 Mb maximum total per ad

Video used in Sizmek ads can also be 'packaged' using the Sizmek Video Studio tool. Using a video package ensures that the most appropriate video is delivered to the end user dependant on their internet connection speed. This is more relevant for users on lower speed internet connections, allowing delivery of video content without downloading a much larger file.

Most common video file formats are accepted by Video studio FLV, AVI, MPG, MP4 and MOV.

*\*The Sizmek system supports a maximum of up to 10Mb of video per ad as standard. While this amount is supported by Sizmek, the publisher spec should be followed for maximum allowed video file sizes.*

#### Create Video Package

Select **Manage > Video Studio**

Click on **Add New** to create new video package. Follow through the wizard :

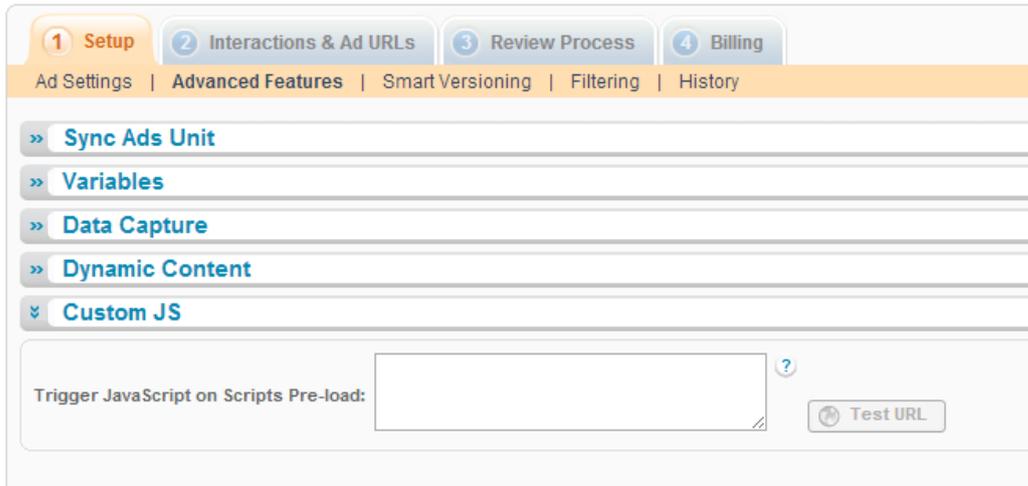
Link the additional assets to the video package in **Video Packages** folder.

#### 4 Additional Script

The auto scrolling feature of the ad requires a custom script to function correctly. In the ad settings copy and paste the custom script in red below in the input field as indicated in the image below:

**Ad Setup > Advanced Features > Custom JS** in the field for 'Trigger JavaScript on Scripts Pre-load'

[http://ds.serving-sys.com/BurstingRes/CustomScripts/OAD\\_ALL\\_getScroll\\_ALL.js?adid=\[%tp\\_adid%\]](http://ds.serving-sys.com/BurstingRes/CustomScripts/OAD_ALL_getScroll_ALL.js?adid=[%tp_adid%])



The screenshot shows the 'Advanced Features' tab in the ad management interface. Under the 'Custom JS' section, the 'Trigger JavaScript on Scripts Pre-load' field contains the URL: `http://ds.serving-sys.com/BurstingRes/CustomScripts/OAD_ALL_getScroll_ALL.js?adid=[%tp_adid%]`. A 'Test URL' button is located to the right of the input field.

#### 5 Publish Ad > the final step

Select **Manage > Ads**

Select the ad from the **Ads list** and click on **Attach** to attach the ad to the specified placement.

The ad icon will change to 

Click [here](#) to learn more about attaching ads to placements.

*Note: Publisher and Campaign Trafficker can only preview ad attached to the placement.*

Select the ad and click on **Review > Publish**. The ad icon will change to 

*Note: Publisher can only test ads that have been published.*

### Note on Generating Tag

The ad must have a Z-index of 55. This is defined within the 'Tags' tab of the placement level. Under the 'Serving Settings' sub section a Minimum Z-index can be defined. The default is set at 10,000. The example tags available to download from the link on page 1 have a z-index of 55 already set.

### Data Collection

Microsoft permits advertisers to collect user-provided personal information (for example, through web forms embedded in ads).

- Advertisers may be required to modify ad units or provided additional disclosure in order to be acceptable for advertising on Microsoft sites.
- Advertisers wishing to collect personal information within advertisements (according to specifications above) must follow these guidelines:

Clearly identify organization

Provide link to privacy policy (usually adjacent to the web form's "submit" button)

Identify purpose for collecting information

### Data Reported:

#### Microsoft

- Ad impressions **3rd Party Partner**
- 3rd party partners will typically provide impressions and click-through data, as well as enhanced metrics. Please consult your rich media partner of choice for more detail.

### Ad Submission Guidelines

All creative must meet the [MSA Ad Submission Guidelines](#)

### Creative Acceptance Policy

All creative must meet the requirements of the [MSA Creative Acceptance Policy](#)

Contact your local yield representatives to find out the availability and price of this ad product in your market.

## SUPPORT

### MSA Ad Submission Guidelines

All creative must meet the [MSA Ad Submission Guidelines](#)

### MSA Creative Acceptance Policy

All creative must meet the requirements of the [MSA Creative Acceptance Policy](#)

Contact your local yield representatives to find out the availability and price of this ad product in your market.

### Browser Support

Please refer to [Sizmek's support matrix](#) for more information.

### Sizmek Support Contacts

For questions and assistance please contact:

- **South East Asia** creative support : [sea.creative@sizmek.com](mailto:sea.creative@sizmek.com)

### Online Sizmek training:

[More training material can be found in the Sizmek Training Zone](#)

A login is required to be able to access this material. **Please contact your local Sizmek office for support.**

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