Sizmek™

Over The Page

Build Guide

OVERVIEW

User experience

An OTP is an ad that starts Pre-expanded in a banner space and retracts back to Initial after 7 seconds animation automatically (to replay the OTP, user needs to click on Replay button)

❶ The initial banner loads into the UAP ad placement.
❷ The OTP experience begins; the floating layer automatically appears to float across the screen. (Frequency capped)
❸ After 7 seconds, or if the user opts to close the OTP experience, the floating component retracts into the UAP placement.
❹ User may click on the replay button to replay the OTP.

OTP

Initial Banner

OVER-THE-PAGE

Demo
[Click to view demo](#)

Templates
[OTP Banner (AS2)](#)
[OTP Banner (AS3)](#)

Tutorial
[Creating Expandable Banner](#)

Specification

Creative Assets	Dimension (W x H)	Format	File size	vRequirement
Initial Banner	300 X 250	SWF*	40Kb	- Audio must be user initiated. Mute by default. - Unlimited looping animation within 15 seconds - 2 pixel grey border - Replay button
OTP panel	600 X 450	SWF*	100Kb	- Close button - Audio mute button required - Audio must be user initiated by click Mute by default - Panel collapse after 8 second - Frequency cap 1 time per unique user a day
Backup image	Same as default banner	JPG, GIF	40Kb	
Video (Optional)		FLV	2Mb	- Max video duration 30 seconds - Replay allowed with user initiation - Play, Stop and Mute buttons - Video data rate: 300kbps approximately - Audio: Mono 48kbps approximately - Frame Rate: 25fps

* Support Flash version 10 and below. Max 24 frames per second.

SUBMISSION

Submit 8 working days before live date. All submission of creative is to be done via Sizmek MDX platform into your company account. Please contact your local Sizmek account manager if you do not have an account.

FLASH GUIDELINE

❶ Setup Sizmek Workshop *(only install once)*

- Download the Flash Plugin (MXP)
- Click here for installation guideline

❷ Create new ad

- Open Sizmek Workshop in Flash.
  Select **Window > Other Panels > Sizmek Workshop**
- Create an ad using template.
- Select Expandable Banner as Ad Format.

❸ EB code in Flash

- Leave the first frame BLANK. Include the following script:
  For Action Script 2.0:
  EB.Init();

  For Action Script 3.0:
  EB.Init(this);

- Auto collapse OTP panel (maximum of 7 seconds) OR user click on close button:
  EB.CollapsePanel("panel1");

- Only expand OTP Panel from Replay button:
  EB.ExpandPanel("panel1");

- Click Through and redirect user to ad URL: **EB.Clickthrough();**

- Custom 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*");
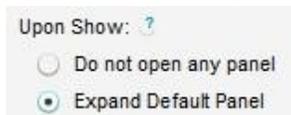 Example of *eventName*: DisplayedProduct, LoadedGame

❹ Best Practice

- Uninitiated OTP component will only play for 1 unique users per 24 hour period per creative - Place the CLOSE button away from the mouse over button in default banner. - CPU usage less than 50% .

❺ Setup Video Player *(if any)*

- Select to add video as Additional Assets
- Drag and drop Sizmek Video Components: VideoLoader, PlayBtn, StopBtn, MuteBtn Click here to learn more
- Setup VideoLoader using Component Inspector.
- Additional Asset ID is 1 by default.

❻ Setup ad

- Select on Sizmek Workshop
- Select the file for default image (backup image)
- Set banner to auto expand default panel (OTP) upon show:

- Select OTP Panel as "Default Panel"
- Select Ad URL to enter the Target URL. eg: http://www.sizmek.com
- Position the panel to appear on the correct coordinate relative to the initial banner. eg: Expand to the left, Y=0, X = width of default banner – width of panel Click here to learn more about panel positioning

❼ Testing & Upload

- Preview the ad. Click here to learn more.

- Test the ad using **Interactions Monitor** in Preview Window.

Action	Ad Part	EB Command	Arguments
Collapse Panel	Panel1	CollapsePanel	panel1, User
Expand Panel	Banner	ExpandPanel	panel1, User
Collapse Panel (user initiated)	Panel1	JS controlled	Panel1
Click	Panel1	Clickthrough	
Expand Panel	Banner	ExpandPanel	panel1, User

- Make sure that all the scripts are tracked.

- Submit the ad to Sizmek MDX platform from Sizmek Workshop.

CREATIVE SUBMISSION TO SIZMEK MDX PLATFORM

❶ Basic Introduction

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

❷ Frequency Cap *(for OTP)*

- Select **Manage > Ad**

- Select the ad and click on **Edit** button

- Under the Panel List, set the frequency to

Auto Expand 1 Times Per Day For a Unique User ?

❸ Create Video Package *(only applicable to ad with standard video)*

- 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 .

❹ Publish Ad

- Select **Manage > Ad**

- Select the ad and click on **Attach** to attach the ad to the correct placement. The ad icon will change to [icon] Click here to learn more about attaching ad to placement.
  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 [icon] Note: Publisher can only test on published ads.

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

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.**