

**Sizmek**<sup>™</sup>

**Polite Banner**

Build Guide

## POLITE BANNER

### OVERVIEW

#### User experience

In-page (non-expanding) rich media ads which enable advertisers to reach audiences with unrivalled interactivity and engagement, these ad units are available in most display ad placements and offer the full range of creative executions from eye popping animation, to video, dynamic data, interactive games and more!

The image shows a screenshot of the MTV website. At the top, there is a navigation bar with links for 'music videos', 'full episodes', 'schedule', 'artists.mtv', 'online games', 'apps', and 'shop'. Below this is a secondary navigation bar with 'music', 'shows', 'news', and 'movies'. The main content area features a large banner for the MTV app, with the text 'watch, share + chat with your friends' and a 'get the app' button. Below the banner are several show thumbnails: 'teen mom 3', 'catfish: the tv show', 'nikki & sara live', and 'ridiculousness'. To the right of the banner is a 'the mtv app' button. Below the banner, there is a 'fall previews' section with the text 'the next big trends in movies, tv, fashion + more'. Below that is a 'music' section with a large portrait of a man and two smaller thumbnails: 'miley's 'mashing out' with nelly on '4x4' track' and 'ariana grande updates her fans on...'. On the right side of the page, there is a Polite Banner advertisement for 'THE GAMEPLAN' sneakers, featuring a black and red sneaker and the text 'PLAY #4 ALWAYS BE ICONIC.' and 'CHAMPS'. Below the banner is the text 'Polite Banner' and the 'Sizmek' logo.

# POLITE BANNER

## Demo

- [Digi Broadband Plan](#)
- [Standard Chartered Cashback Campaign](#)
- [Nike Weather Forecast](#)

## Templates

- [Polite Banner \(AS 2.0/3.0\)](#)
- [Polite Banner with Video \(AS 2.0/3.0\)](#)

## Tutorial

- [Creating Polite Banner](#)

## Specification

Creative Assets	Dimension (W x H)	Format	File size	Requirement
Default Banner	a. 728 X 90 b. 300 X 250 c. 160 X 600 d. 300 X 600	SWF*	40kb	<ul style="list-style-type: none"> <li>- Pre-load banner. Can feature pre-load animation.</li> <li>- Blinking animation and related is not allowed.</li> <li>- 1 pixel grey border.</li> </ul>
Rich Banner	a. 728 X 90 b. 300 X 250 c. 160 X 600 d. 300 X 600	SWF*	100Kb	<ul style="list-style-type: none"> <li>- Audio mute button required</li> <li>- Audio must be user initiated by click. Mute by default.</li> <li>- 1 pixel grey border.</li> <li>- Video / Audio duration: 30 seconds</li> </ul>
Backup image	Same as Default Banner	JPG, GIF	40Kb	
Video (Optional)		FLV	2Mb	<ul style="list-style-type: none"> <li>- Max video duration 30 seconds</li> <li>- Replay allowed with user initiation</li> <li>- Play, Stop and Mute buttons</li> <li>- Video data rate: 300kbps approximately</li> <li>- Audio: Mono 48kbps approximately</li> <li>- Frame Rate: 25fps</li> </ul>

\* Support Flash version 8 and above. Max 24 frames per second.

\*\* Ad dimension varies market to market and site to site. Please confirm dimension for specific placement with publisher.

## SUBMISSION

Submit 5 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

### Setup Sizmek Workshop *(only install once)*

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

### Create new ad

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

### 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);
```

- 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, StartGame
- Track automated event.  

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


Example of *eventName*: DisplayedProduct, LoadedGame

### Best Practice


- Create initial banner as Preloader.
- CPU usage less than 50% .

## POLITE BANNER

### Setup Video Player *(if any)*

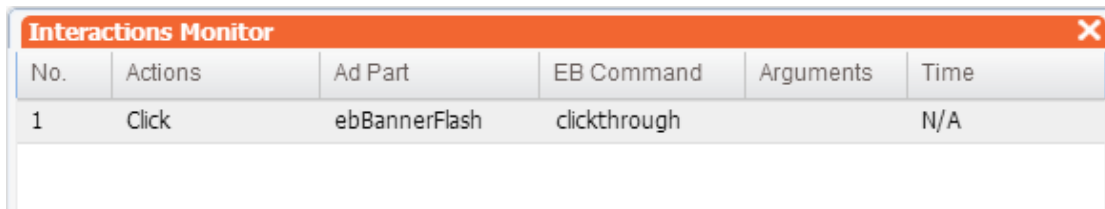
- Select  to add video as Additional Assets  
Drag and drop Sizmek Video Components: VideoLoader, PlayBtn, StopBtn, MuteBtn Click [here](#) to learn more
- Setup VideoLoader using Component Inspector.
- Additional Asset ID is 1 by default.

### Setup ad

- Select  on Sizmek Workshop
- Select the file for default image (backup image)
- Select Ad URL to enter the Target URL. eg: <http://www.sizmek.com/>
- Click [here](#) to learn more about panel positioning

### Testing & Upload

- Preview the ad. Click [here](#) to learn more.
- Test the ad using **Interactions Monitor** in Preview Window.



No.	Actions	Ad Part	EB Command	Arguments	Time
1	Click	ebBannerFlash	clickthrough		N/A


- Make sure that all the scripts are tracked.
- Submit the ad to Sizmek MDX platform from Sizmek Workshop.

## CREATIVE SUBMISSION TO SIZMEK MDX PLATFORM



### Basic Introduction

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

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

- Select **Manage > Video Studio**
- Click on  to create new video package
- Follow through the wizard.
- Link the additional assets to the video package in **Video Packages** folder.

### 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   
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  *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](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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