

SizmekTM

Standard Banner

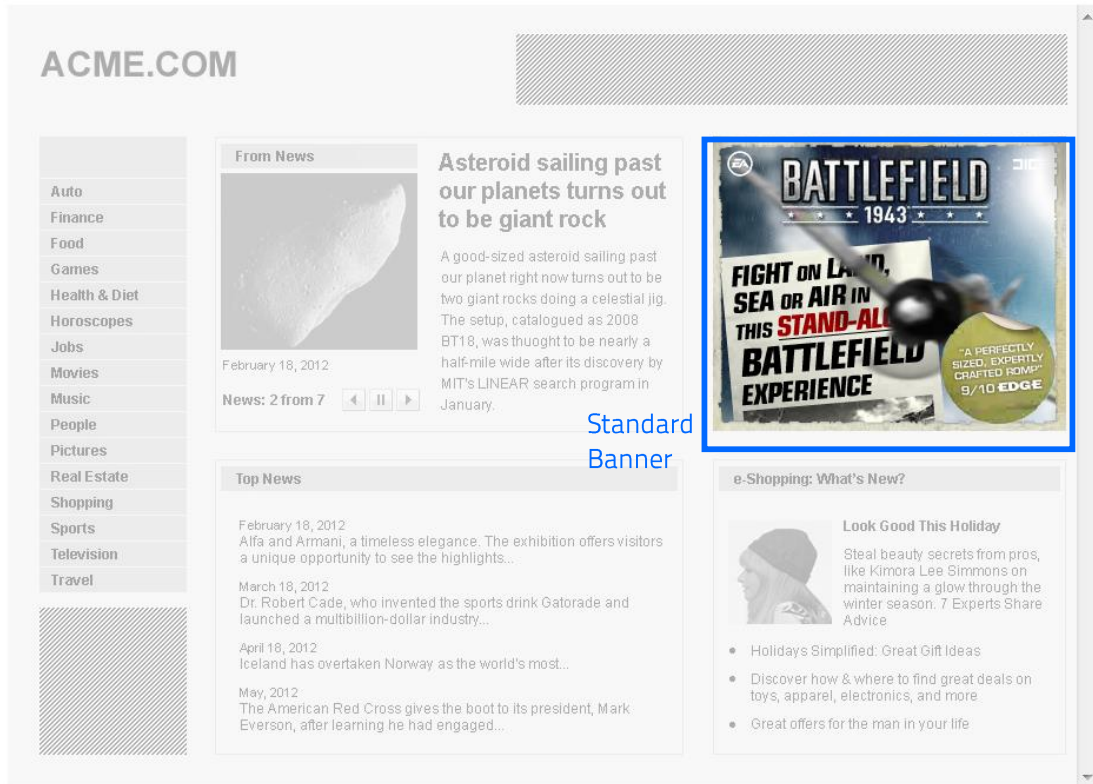
Build Guide

OVERVIEW

User experience

Standard banners served with click through ability. No other user interactions. The Enhanced Standard Banner will support multiple click through. An Enhanced Standard banner never leaves or expands out of the banner space that it is served into.

Starts in a banner space. User click on banner to redirect to target URL.



Demo

[Click to view](#)

Templates

[Standard Banner \(AS2\)](#)

[Standard Banner \(AS3\)](#)

Tutorial

[Creating Standard Banner](#)

[Mass Creation of Standard Banner](#)

STANDARD BANNER

Specification

Creative Assets	Dimension (W x H)	Format	File size	Requirement
Default Banner	300 X 250 728 X 90 300 X 600	SWF*	40Kb	- Unlimited looping animation within 15 seconds - 1 pixel grey border
Backup image	Same as default banner	JPG, GIF	40Kb	

* 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 3 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 GUIDELINES

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 Standard banner as Ad Format.


EB code in Flash

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

For Action Script 3.0 :
EB.Init(this);
- Click Through and redirect user to ad URL:
EBStd.Clickthrough();

STANDARD BANNER

Setup ad

- Select  Settings on Sizmek Workshop
- Select the file for default image (backup image)
- Select [Ad URLs & Interactions](#) to enter the Target URL. eg: <http://www.sizmek.com/>

Testing & Upload

- Preview the ad and test the ad using Interactions Monitor.



No.	Actions	Ad Part	EB Command	Arguments	Time
1	Click	Banner	Clickthrough		N/A

Total of 1 Interactions Clear All



- 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](#)
- [Edit Custom Click Through \(If any. Only for Enhanced Standard Banner\)](#)

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.
- [Setup for Custom ClickThrough](#) (if any)
- 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

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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