

SizmekTM

Commercial Break

Build Guide

USER EXPERIENCE

1. User visits a web page scripted with the Sizmek Commercial Break ad (Commercial break is an out of banner placement)
2. The commercial break ad begins. After 8 seconds (duration varies depending on publisher) the ad automatically closes and shows the reminder.

AD SPECIFICATIONS

The creative specification is a list of Sizmek specifications for Floating ad with Reminder format, which the creative agency **MUST** adhere when constructing the Sizmek ad.

Template : [Commercial Break Banner](#)

Rich Flash Max Weight :
100kb

Ad Unit	
Rich Flash Element	Commercial break element plays for a maximum of 8 seconds and automatically closes. Command to auto close the floating element as below (embedded at the end of animation/frame); EB.CloseAd("auto");
Close Button	Floating element MUST feature a close button (16pt font: "Close X") that closes the panel with a user's click. Command for close button as below; on (release) { EB.CloseAd(); }
Audio	Available on user click or mouse-over. Off by default. If initiated by mouse-over: <ul style="list-style-type: none"> • There must be a one-second delay. • Audio must cease when user mouses off creative. Audio mute button control required.
Animation	Animation is limited to 8 seconds maximum duration and should auto close
Creative Submission	5 working days before live date
Creative files needed for submission	<ul style="list-style-type: none"> • Floating Element SWF version 8 or below [100KB max]

<p>Sizmek Ad Attributes</p>	<p>This section is a list of Sizmek Technical Specifications, which the creative agency MUST adhere when constructing an Sizmek Ads.</p>	
<p>Ad Attributes</p>	<p>Any flash file developed for Sizmek must have a minimum of two frames. The 1st frame of the sequence must be left BLANK and EB.Init() script needs to be embedded on first key frame.</p> <p>Note: The latest Sizmek Workshop should be used to ensure Sizmek are able to extensively track interactions. Please download the Sizmek Workshop from the Sizmek MDX Platform (www.eyebasterwiz.com).</p>	<p>Sample of initial creative:</p>
<p>Click-through</p>	<p>Sizmek has enabled specific commands to allow interactions and tracking within the ad. A single click-through interaction can be set up by the following command:</p> <pre>on (release) { EB.Clickthrough(); }</pre> <p>If there are more than 1 click-through URL within a banner, the command should be set up by the following command;</p> <pre>on (release) { EB.Clickthrough("URL2"); }</pre> <p>Note: the argument/parameter needs to be set up under "custom interaction" tab in campaign level. Do NOT embed the URL in the codes. URL will be inserted in Sizmek system.</p> <p>If you're publishing the FLA to Flash 5, you must add <code>_root</code> before the function name as shown below;</p> <pre>_root.EB.Clickthrough();</pre>	
<p>Custom Interaction</p>	<p>Custom interactions are for tracking different user events in the flash, the clicking of a buttons, playing with ad parts, rolling over parts. Below is an example of how to implement the tracking code;</p> <pre>on (release) { EB.UserActionCounter("CustomName"); }</pre> <p>Note: the argument/parameter needs to be named accordingly.</p>	

SUPPORT

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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