Sizmek™

Dimmer

Build Guide

OVERVIEW

User experience

A dimmer ad starts Pre-expanded in a banner space with a black overlay to dim out the content The dimmer panel will retracts back to Initial Banner after 7 seconds animation automatically (to replay the dimmer, user needs to click on Replay button)

❶ The initial banner loads into the UAP ad placement.
❷ The dimmer 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 dimmer experience, the floating component retracts into the UAP placement.
❹ User may click on the replay button to replay the dimmer.

Dimmer

Initial Banner

DIMMER

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DEMO
Click here to View

TEMPLATE
Click here to download

TUTORIAL
Creating Expandable Banner

SPECIFICATIONS

Creative Assets	Dimension (W x H)	Format	File size	Requirement
Initial Banner	a. 300 X 250 b. 728 X 90	SWF*	40Kb	- Audio must be user initiated. Mute by default. - Unlimited looping animation within 15 seconds - 1 pixel grey border - Replay button
Dimmer panel	970 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 9 and below. 18 frames per second.

* Dimensions might differ from publishers.

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.

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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 a new ad (template available).
- Select Expandable Banner as Ad Format.
- External class is included in the same folder (**com/eyeblaster/IsItMe.as**)

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);

- On second frame, include the following script to activate dimmer:
   import com.eyeblaster.IsItMe; import
   flash.external.ExternalInterface; var
   ebShowTimeColor:String = "#000000";
   var ebShowTimeOpacity:Number = 80;
   var assetID:String =IsItMe.getId();
   var selColor=(_root.ebShowTimeColor)?_root.ebShowTimeColor:"#000000"; var
   selTrans=(_root.ebShowTimeOpacity)?_root.ebShowTimeOpacity:80;
   ExternalInterface.call("ebdimPage()",selColor, selTrans, assetID);

- Auto collapse Dimmer Panel (maximum of 7 seconds) OR user click on close button:
   fscommand("ebCommand", "ebUndimPage()"); EB.CollapsePanel("panel1");

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

- Click Through and redirect user to ad URL:
   fscommand("ebCommand", "ebUndimPage()");

EB.Clickthrough();

- Custom Click Through for additional ad URL. (if any): **fscommand("ebCommand", "ebUndimPage()");**
  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

- Dimmer panel will only auto 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 (dimmer) upon show:

- Select Dimmer Panel as "Default Panel"
- Select Ad URL to enter the Target URL. eg: http://www.sizmek.com

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

Ad Interactions Monitor — Clear

- 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 Ad Setting

- From the main menu in Media Mind, select **Manage > Ad**

- Expand **Creative** under **Panel Lists**

- Enable **transparency** and position panel to Page Relative-Percentage X:50%

Transparent	Position Type	X
✓	Page Relative-Percentage	50

❹ Dimmer Custom Script

- From the main menu in the Sizmek MDX platform, select **Creative > Ads**.
- Select and double-click your ad, and click on the **Interactions & Ad URLs** tab.
- Expand **BrandTest** section, and in **Trigger on Ad Download** field, enter the following URL (copy & paste as is):

http://ds.serving-sys.com/BurstingRes/CustomScripts/ebIndiaBackground_Dimmer_Block_v3.js

- Verify that the **Code type for ad-play trigger** is set to **JavaScript**

Code Type for Ad-Download Trigger:	JavaScript
Trigger on Ad-Download:	http://ds.serving-sys.com/BurstingRes/CustomScripts/ebIndiaBackground_Dimmer_Block_v3.js

❺ 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.

❻ 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

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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