

Sizmek™

Expandable Banner

Build Guide

EXPANDABLE BANNER

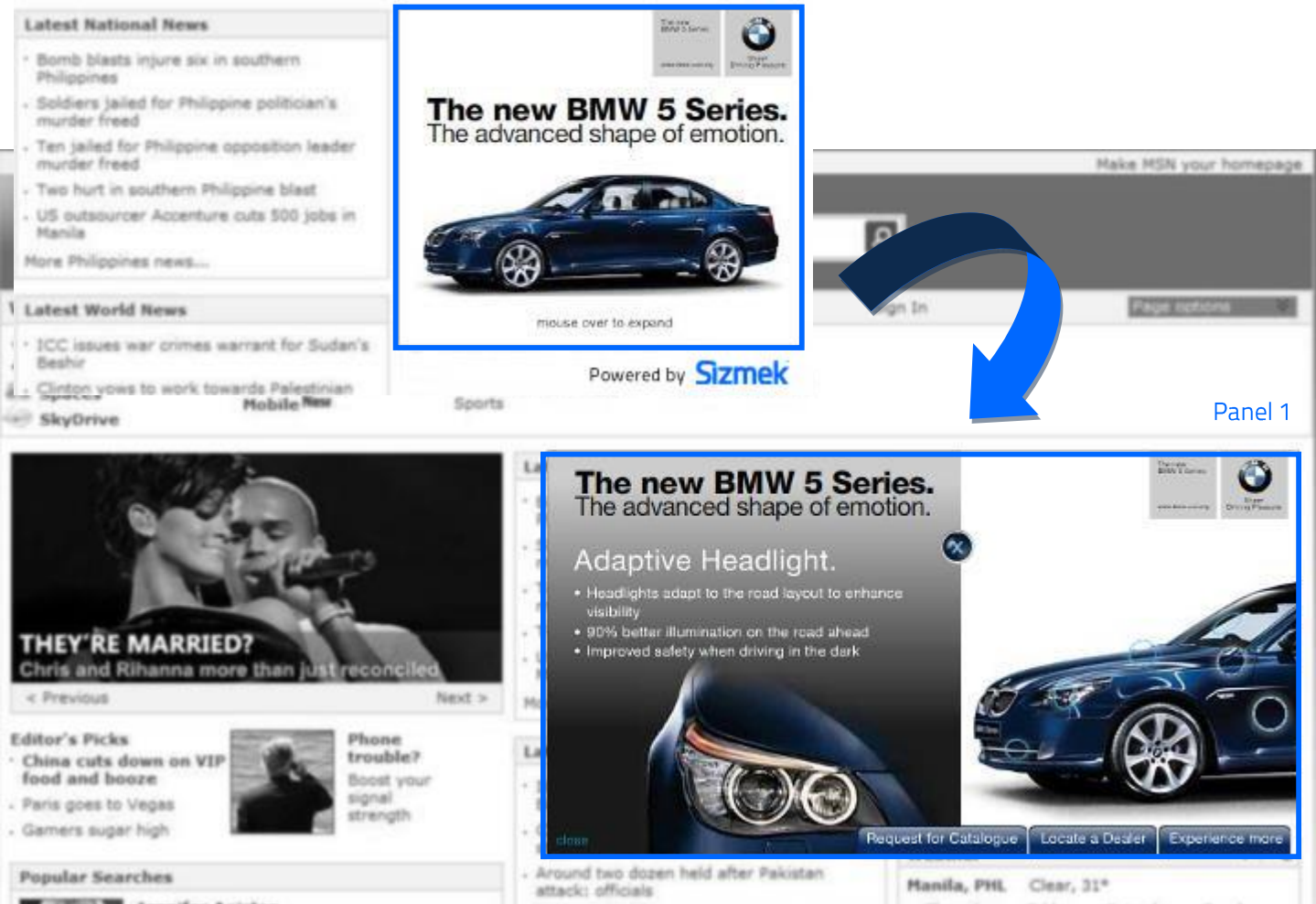
OVERVIEW

User experience

Expandable banners enable advertisers to reach audiences with unrivalled interactivity and engagement, and with a much larger canvas than with traditional static display ads. 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!

Starts in a banner space Expands outside of the banner automatically upon user initiation. The panel should appear adjacent to the banner.

Initial banner



Panel 1

EXPANDABLE BANNER

Demo

[Walking with Dinosaurs](#)

[Nokia Lumia](#)

Templates

[Expandable Banner \(AS2 & AS3\)](#)

[Expandable Banner with Video \(AS2 & AS3\)](#)

Tutorial

[Creating Expandable Banner](#)

Specification

Creative Assets	Dimension (W x H)	Format	File size	Requirement
Default Banner	a. 300 X 250 b. 160 X 600 c. 728 X 90 d. 300 X 600	SWF*	40Kb	<ul style="list-style-type: none"> - Audio must be user initiated. Mute by default. - Unlimited looping animation within 15 seconds - Expand on mouse over / click - Blinking animation and related is not allowed - 1 pixel grey border
Expanded panel <i>(Max. 4 panels)</i>	a. 560 X 250 b. 460 X 600 c. 728 X 315 d. 560 X 600	SWF*	100Kb	<ul style="list-style-type: none"> - Close button - Audio mute button required - Audio must be user initiated by click. Mute by default. - 1 pixel grey border - Expanded panel retract when mouse off the ad
Backup image	Same as Default Banner	JPG, GIF	40Kb	
Video <i>(Optional)</i>		FLV	2Mb	<ul style="list-style-type: none"> - 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 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 7 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 Expandable 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);
- Apply this script to expand the panel from default banner:
EB.ExpandPanel("panel1","user");
- Close the panel using this script:
EB.CollapsePanel("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, StartGame
- Track automated event.
EB.AutomaticEventCounter("eventName");
Example of *eventName*: DisplayedProduct, LoadedGame

EXPANDABLE BANNER


Best Practice

- Place the CLOSE button away from the mouse over button in default banner.
- CPU usage less than 50%.

Setup Video Player *(if any)*

- Select  to add video as Additional Assets
- Drag and drop Sizmek Video Components: VideoScreen, PlayBtn, StopBtn, MuteBtn
Click [here](#) to learn more
- Setup VideoScreen 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/>
- Position the panel to appear on the correct coordinate relative to the banner.
eg: Expand to the left, Y=0, X = width of default banner – width of panel
- 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
7	Collapse Panel (aut Banner	panel1	JS controlled	panel1	00:00:10:637
6	Expand Panel	panel1	ExpandPanel	tab, User	00:00:10:512
5	Start Video	panel1	ebVideoStarted	260320131715	00:00:06:945
4	Collapse Panel (aut Banner	intro	JS controlled	intro	00:00:05:149
3	Expand Panel	intro	ExpandPanel	panel1, User	00:00:05:025
2	Start Video	intro	ebVideoStarted	260320131715	00:00:01:856

Total of 6 Interactions Clear All

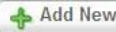
- Make sure that all the scripts are tracked.
- Submit the ad to Sizmek MDX platform from Sizmek Workshop.

CREATIVE SUBMISSION TO SIZMEK MDX PLATFORM



Basic Introduction

- [Overview of Sizmek MDX Platform](#)
- [Edit an Ad](#)
- [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

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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