

**Sizmek<sup>TM</sup>**

**Floating Ad**

**Build Guide**

## FLOATING AD

### OVERVIEW

#### User experience

A Floating ad plays within a limited area in a transparent layer, over a page. Usually appear for 8 seconds. The ad can be position (floating) any part of the page specified by publisher.

- 1 Ad appear floating on page
- 2 User may click to close the ad

The screenshot shows a website layout with a navigation menu on the left and a main content area. A floating advertisement for the movie "ALVIN und die Chipmunks 2" is overlaid on the page. The ad features the movie title in large yellow letters on a red background, with the characters Alvin, Simon, and Theodore. Text on the ad includes "WEIHNACHTEN 2009 NUR IM KINO", "Ab 24. Dezember im Kino", and "alvin2.de". A red button at the bottom of the ad says "HIER KLICKEN". A blue box highlights the ad, and a label "Floating Ad" points to it. A "Schließen" button is visible in the top right corner of the ad. The background website content includes a "ACME.COM" header, a "From News" section, and a news article titled "Asteroid sailing past our planets".

## FLOATING AD

### Demo

[Click to view](#)

### Templates

[Floating Ad \(AS2\)](#)

[Floating Ad \(AS3\)](#)

### Tutorial

[Creating Floating Ad](#)

### Specification

Creative Assets	Dimension (W x H)	Format	File size	Requirement
Floating Ad	Unlimited/Full Page	SWF*	40Kb	<ul style="list-style-type: none"> <li>- Animation duration according to publisher's spec</li> <li>- Audio according to publisher's spec</li> </ul>
Video <i>(Optional)</i>		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

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

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

### 2 Create new ad

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

### ③ 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);
```

- Auto close floating after the permitted duration using the following script:

```
EB.CloseAd("auto");
```

- Use this script on CLOSE button: **EB.CloseAd("user");**

- 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

### ④ Best Practice



- CPU usage less than 50% .

## FLOATING AD


### 5 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.

### 6 Setup ad

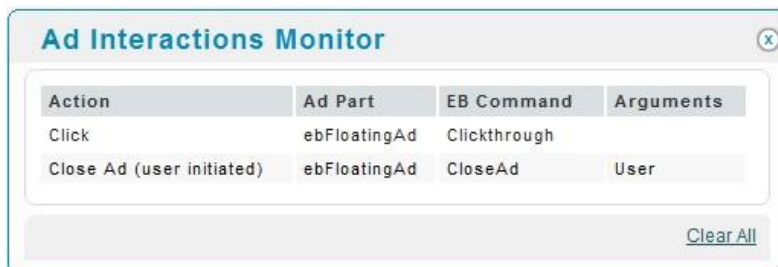
- Select  on Sizmek Workshop
- Select the file for default image (backup image)
- Select Ad URL to enter the Target URL. eg: <http://www.sizmek.com>
- Select  on Sizmek Workshop set the position ad on the correct page percentage:

Position	Percentage	
	X	Y
Top Right	100	0
Bottom Left	0	100
Bottom Right	100	100
Bottom Center	50	100
Page Center	50	50

- Set Ignore Scrolling in Ad Positioning Window  Ignore Scrolling 
- Click [here](#) to learn more about panel positioning

### 7 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
Click	ebFloatingAd	Clickthrough	
Close Ad (user initiated)	ebFloatingAd	CloseAd	User

[Clear All](#)

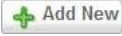
- Make sure that all the scripts are tracked.
- Submit the ad to Sizmek MDX platform from Sizmek Workshop.

### CREATIVE SUBMISSION TO SIZMEK MDX PLATFORM



#### ① Basic Introduction

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

#### ② 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.

#### ③ 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](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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