Sizmek™

Floating Ad with Reminder

Build Guide

OVERVIEW

User experience

A Floating Ad with Reminder consists of an Intro and a Reminder. The ad starts with the Intro play within a limited area in a transparent layer over a page. After the Intro ends the reminder is displayed. The Reminder can be Floating-type that is displayed for a specified number of seconds or Banner-type that is displayed within a banner space until the page is closed.

❶ Intro element appear floating on page (Ignore scrolling)
❷ Auto close Intro element at the end of animation. Reminder appear on the page.
❸ User may click on Reminder to replay Intro again.

Reminder

Intro

FLOAT AD WITH REMINDER

Demo
Click to view

Templates
Floating Ad with Reminder (AS2)
Floating Ad with Reminder (AS3)

Tutorial
Creating Floating Ad with Reminder
Creating Floating Ad with Reminder from Template

Specification

Creative Assets	Dimension (W x H)	Format	File size	Requirement
Intro	Unlimited/Full Page	SWF*	100Kb	- Animation duration according to publisher's spec - Audio according to publisher's spec
Reminder	Unlimited	SWF*	40Kb	- Animation duration according to publisher's spec
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 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

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 an ad using template.
- Select **Floating Ad** as Ad Format.

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);**

- Close Intro and open Reminder
  EB.HideIntro();

- Close Intro and open Reminder at the end of animation:
  EB.IntroFullPlay();

- Start playing Intro again:
  EB.ReplayAd();

- Use this script on close floating ad:
  EB.CloseAd();

- 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

❹ Best Practice

- 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)
- Setup Reminder type
    - **Floating**: The reminder can be positioned anywhere on the page.
    - **Banner**: A banner reminder is displayed within a banner space on the page and stays there until the page is closed. *A banner position must be bought by the media agency for a banner reminder to be used*.
- Select Ad URL to enter the Target URL. eg: http://www.sizmek.com
- Select ▣ on Sizmek Workshop set the position of Intro & Reminder on the correct page percentage:

v	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

❼ Testing & Upload

- Preview the ad. Click here to learn more.
- Test the ad using **Interactions Monitor** in Preview Window.

- 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 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.

❸ 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.**