

Sizmek™

Side Kick

Build Guide

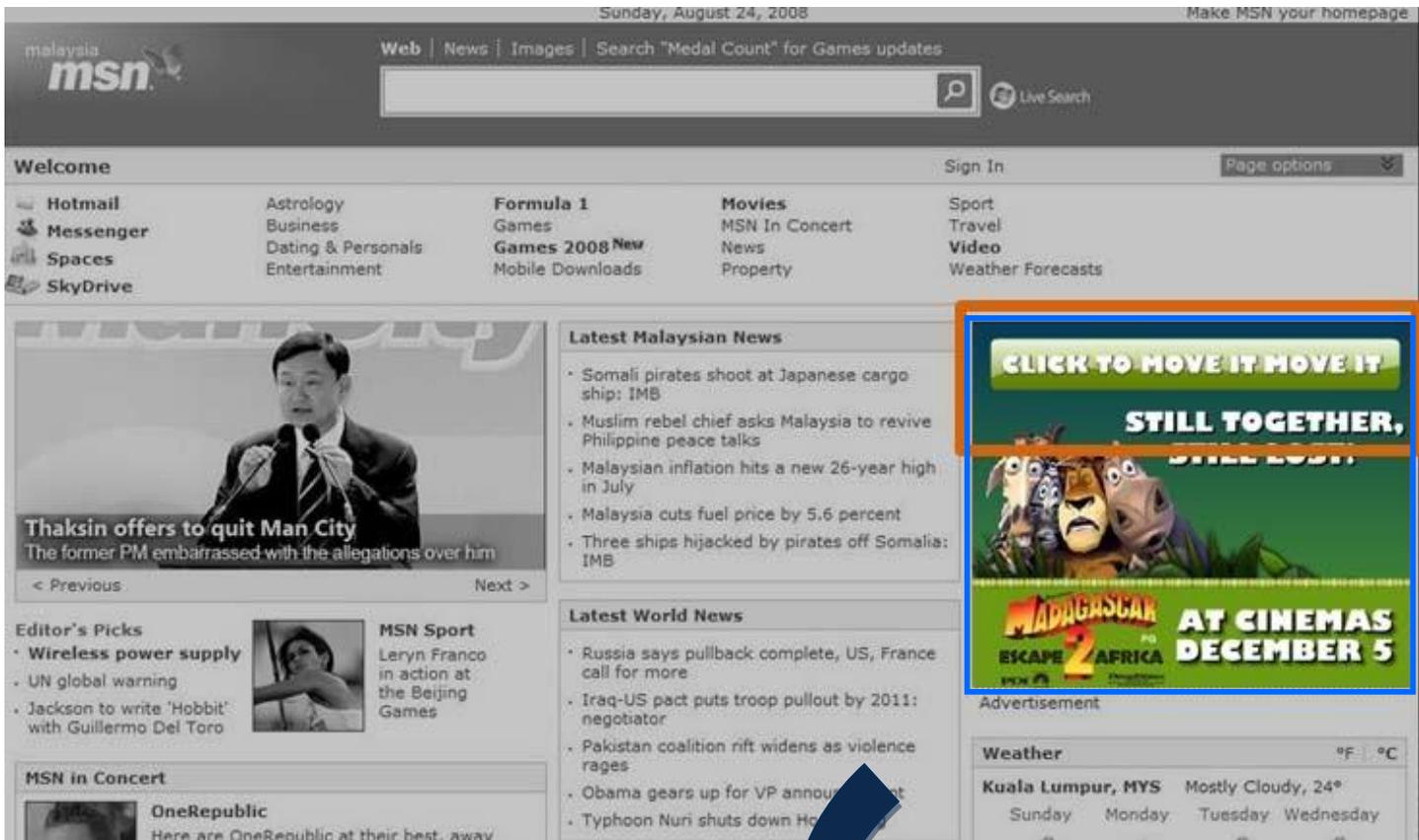
SIDEKICK BANNER

OVERVIEW

User experience

- ① Initial banner show upon page load.
- ② Initiated from on the initial banner with a call to action to open the sidekick experience.
- ③ Sidekick ad pushes the page content to the left showing the expanded panel.
- ④ The user may close the sidekick panel experience at any time by clicking on the close button.

Initial banner



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Sidekick (624x768):

Sidekick Panel

The image shows a screenshot of the MSN homepage from August 24, 2008. On the right side, there is a 'Sidekick Panel' featuring a promotional banner for the movie 'Madagascar: Escape 2 Africa'. The banner includes a 'CLOSE' button in the top left corner and four green buttons labeled 'TV SPOT', 'CLIP 1', 'CLIP 2', and 'GAME' at the top. The main text on the banner reads 'CLICK TO MOVE IT MOVE IT', 'STILL TOGETHER, STILL LOST!', and 'AT CINEMAS DECEMBER 5'. Below this, it says 'EXPERIENCE THE ESCAPE IN IMAX AT CINEMAS EVERYWHERE THIS DECEMBER'. The background of the banner shows the main characters from the movie: Alex the lion, Marty the zebra, Gloria the hippo, and Melman the giraffe, standing in front of a crashed airplane. A 'WIN A WIN' starburst graphic is also present on the right side of the banner. The MSN homepage background shows a search bar, navigation links like 'Sign In' and 'Page options', and news sections for 'Latest Malaysian News' and 'Latest World News'. A weather widget for Kuala Lumpur, MYS, is also visible at the bottom of the sidekick panel.

Demo

[Click to preview](#)

Templates

[Click to download](#)

Tutorial

[Creating Expandable Banner](#)

SIDEKICK BANNER

Specification

| Creative Assets | Dimension (W x H) | Format | File size | Requirement |
|---------------------------|---|----------|-----------|--|
| Initial Banner | 300 X 250 (AdsFactor) 300 X 250 (The Edge) 160 X 600 (FlowerPod) 728 X 90 (SinChew) 173 X 150 (The Star) | 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. - 2 pixel grey border |
| Expanded panel | 600 X 580 (AdsFactor) 624 X 768 (The Edge) 624 X 768 (FlowerPod) 624 X 768 (SinChew) 624 X 768 (The Star) | SWF* | 100Kb | <ul style="list-style-type: none"> - Close button - Audio mute button required - Audio must be user initiated by click. Mute by default. - 2 pixel grey border - Panel never collapse upon user mouse off |
| 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 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.

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 Expandable banner 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);
```

- Apply this script to expand the panel from default banner:

```
EB.ExpandPanel("SideKick");
```

- Close the panel using this script:

```
fscommand("ebCommand", "_eb_customClosePanel()");
```

- 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

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- Track automated event.
EB.AutomaticEventCounter("eventName");
Example of *eventName*: DisplayedProduct, LoadedGame

④ Sidekick Custom Script

- From the main menu in the Sizmek, select **Creative > Ads**.
- Select and double-click to access ad setting, and click on the **Interactions & Ad URLs** tab.
- Expand **Brand Test** section, and in **Trigger on Ad Download** field, enter the following URL (copy & paste as is):
[http://ds.serving-sys.com/BurstingRes/CustomScripts/OAD_EB_SideKick_ALL.js?adid=\[%tp_adid%\]](http://ds.serving-sys.com/BurstingRes/CustomScripts/OAD_EB_SideKick_ALL.js?adid=[%tp_adid%])

OPTIONAL:

- To customize the opening and/or closing animation durations, you can add additional code to the above URL. In the following example, the opening animation duration is set to 0.5 seconds, and the closing animation to 3.2 seconds.
[http://ds.servingsys.com/BurstingRes/CustomScripts/OAD_EB_SideKick_ALL.js?adid=\[%tp_adid%\]&nOpenAnimationLength=500&nCloseAnimationLength=3200](http://ds.servingsys.com/BurstingRes/CustomScripts/OAD_EB_SideKick_ALL.js?adid=[%tp_adid%]&nOpenAnimationLength=500&nCloseAnimationLength=3200)
- Make sure the auto retract option in the panel settings is set to Never, so that the panel does not auto retract when the mouse is off the ad/panel.

⑤ Best Practice

- Launch Sidekick panel upon mouse click instead of mouse over.
- CPU usage less than 50% .

⑥ Setup Video Player (if any)

- Select  to add video as Additional Assets
- Drag and drop Sizmek Video Components: VideoScreen, PlayBtn, StopBtn, MuteBtn
- Setup VideoScreen using Component Inspector.
- Additional Asset ID is 1 by default.

⑦ 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>
- Set panel name as "**SideKick**"
- 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
- Set SideKick panel to **NEVER** auto retract

SIDEKICK BANNER

8 Testing & Upload

- Preview the ad and test the ad using Interactions Monitor.

| Ad Interactions Monitor | | | |
|---------------------------------|---------|---------------|--------------|
| Action | Ad Part | EB Command | Arguments |
| Click | Panel2 | Clickthrough | |
| Expand Panel (automatic) | Panel1 | ExpandPanel | Panel2, Auto |
| Collapse Panel (user initiated) | Panel1 | CollapsePanel | Panel1, User |
| Expand Panel (automatic) | Banner | JS controlled | Panel1 |

- 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

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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