

SizmekTM

Skinner Ad

Build Guide

SKINNER AD

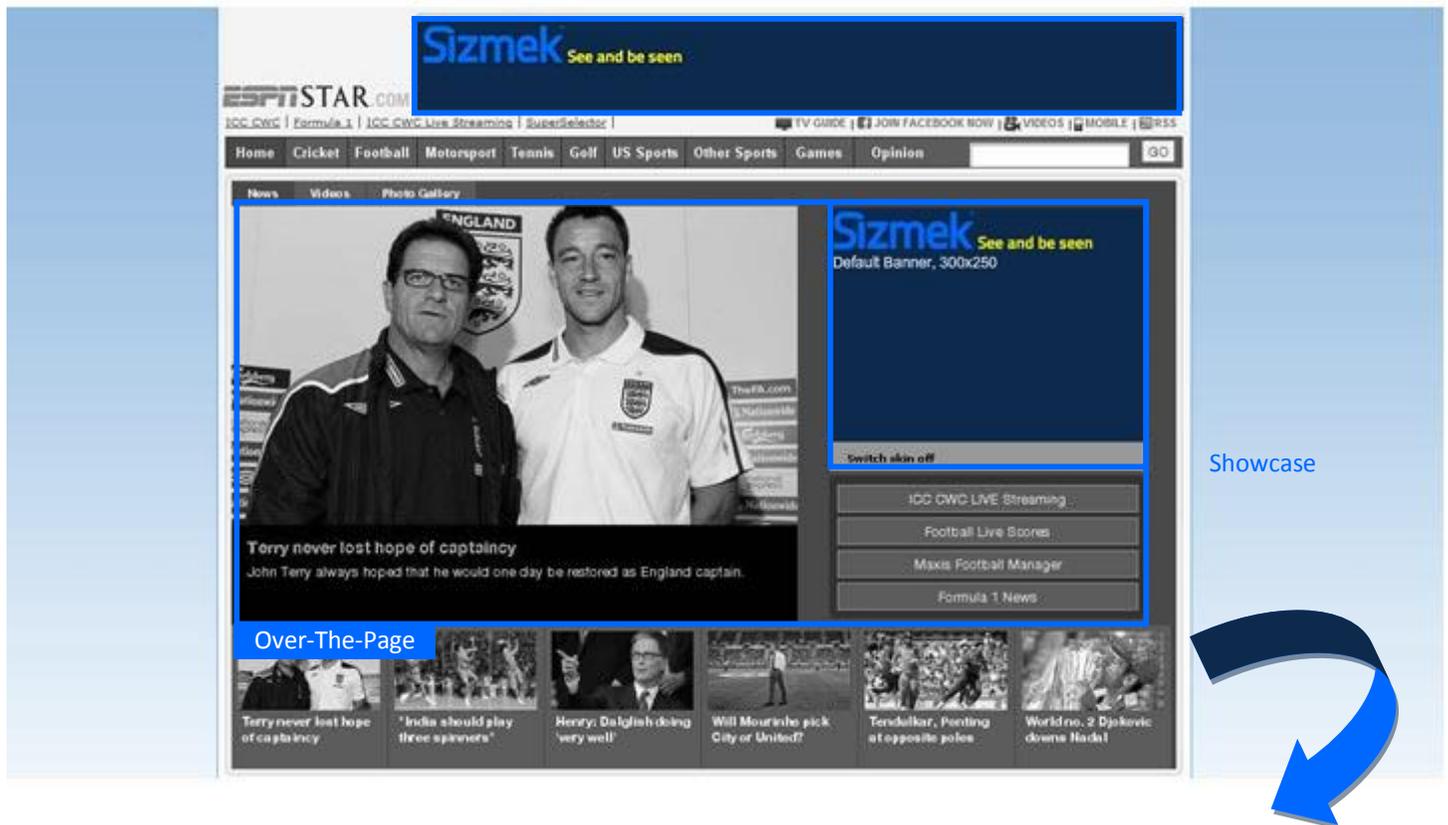
OVERVIEW

User experience

Skinner ad cover left and right area of ESPN Star Homepage. 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!

- ① Start displaying a 728x90 Banner and 300x250 banner on page load.
- ② Over-The-Page will auto appear for 8 seconds. (Frequency cap for 1 time per unique user in a day)
- ③ The 300x250 banner will expand the skinner (left and right panels) automatically or upon mouse click.
- ④ Close button required to collapse the skinner (left, & right panels)
- ⑤ User may interact with the any part of the skinner to launch one additional panel in the middle at a time.

728x90 Banner



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Important Note:

Do note that the full dimension below is targeted for users with screen resolution 1280 and above. To ensure information is not being cropped off, information should be fitted maximum to 1280 resolution as shown below:

DEMO

[Click here to view](#)

TEMPLATE

[Click here to download](#)

SKINNER AD

SPECIFICATION

Creative Assets	Dimension (W x H)	Format	File size	Requirement
Top Banner	728 X 90	SWF*	100Kb	<ul style="list-style-type: none"> - Unlimited looping animation within 15 seconds - 1 pixel grey border
Skinner (Default)	300 X 250	SWF*	40Kb	<ul style="list-style-type: none"> - Audio must be user initiated. Mute by default. - Unlimited looping animation within 15 seconds - 1 pixel grey border - Launch / Close skinner button
Auto Expand Panel	870 X 400	SWF*	100Kb	<ul style="list-style-type: none"> - Close button - Auto close after 8 seconds - Frequency cap: 1 view per unique user in a day
Left Panel Right Panel	340 X 1024 340 X 1024	SWF*	100Kb	<ul style="list-style-type: none"> - Audio mute button required - Audio must be user initiated by click. Mute by default. - Never retract panel when mouse off the ad
Middle Panel	925 X 573	SWF*	100Kb	<ul style="list-style-type: none"> - Audio mute button required - Audio must be user initiated by click. Mute by default. - Close button - Never retract panel when mouse off the ad
Wallpaper	1605 X 1050	JPG	100Kb	
Backup image	728 X 90 300 X 250	JPG	40Kb	<ul style="list-style-type: none"> - 1 pixel grey border - Call for action
Video (Optional)		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 10 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 Giant Super Banner as Polite Banner.
- Create Showcase as Expandable banner.

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 launch skinner.

```
EB.ExpandPanel("Left_panel", "auto")  
EB.ExpandPanel("Right_panel", "auto");
```
- Apply this script to close skinner.

```
EB.CollapsePanel ("Left_panel", "user")  
EB.CollapsePanel ("Right_panel", "user");
```
- Apply this script to replay OTP button:

```
EB.ExpandPanel("OTP");
```
- Close the OTP using this script:

```
EB.CollapsePanel("OTP");
```
- Only use Custom Click Through to redirect ad URL:

```
EB.Clickthrough("targetName");
```

Example of *targetName*: BlogURL, OrderURL, FacebookURL

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- Track user initiated interaction:
EB.UserActionCounter("interactionName");
Example of *InteractionName*: ReplayAd, StartGame
- Track automated event.
EB.AutomaticEventCounter("eventName");
Example of *eventName*: DisplayedProduct, LoadedGame

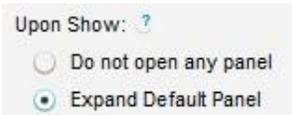
4 Best Practice

- Launch / close skinner from 300x250 banner.
- Fade out side panels to match background of web page.
- Load background image from Additional Asset
- Avoid heavy animation on side panels.
- CPU usage less than 50% .
- Finalize alignment on publisher's test page

5 Setup Video Player (if any)

- Select  to add video as Additional Assets
- Drag and drop Sizmek Video Components: **VideoLoader**, **PlayPauseBtn**, & **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)
- Set banner to auto expand default panel upon show:

- Select OTP Panel as "Default Panel"
- Set all panels to **NEVER** auto retract
- Select Ad URL to enter the Target URL. eg: http://www.sizmek.com

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7 Positioning Ad

- **Preview** the ad with live **URL** background (target homepage).
Click [here](#) to learn more.
- Position 300x250 Banner on estimated position.
- Position all panels **Relative to Banner** (300x250 banner). Estimated position as below:

Position	Auto Expand Panel	Left Panel	Right Panel	Additional Panel
X	-569	-921	344	-581
Y	0	-190	-190	-32

- Click [here](#) to learn more about panel positioning

7 Testing & Upload

- 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

1 Basic Introduction

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

2 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 ?

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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