# Sizmek™

## Synchronize Banner

## Build Guide

# OVERVIEW

## User experience

Synchronized ads interact with each other in defined advertising spaces on a web page. The Sizmek Synchronized Ads Flash component is a communication layer that enables Sizmek ads, being displayed on the same web page, to interact together. The Sync Ads component can also be used for banner/panel interaction in Expandable / Polite Banner Ads.

❶ User visits an MSN page with the Sizmek synchronized banner scripted to it. The flash experience begins, providing a rich media experience for the user.

❷ User will see two ads that are interacting with each other on the page using Sizmek's synchronized ad.



Super banner

Showcase Banner

**Sizmek**™

## Demo
Click to view

## Templates
SyncAd 728x90 & 300x250 (AS2)
SyncAd 728x90 & 300x250 (AS3)
* SyncAd with Expandable Banner (AS2)

## Tutorial
Defining Sync Ads in Sizmek Platform

## Specification

| Creative Assets | Dimension (W x H) | Format | File size | Requirement |
|---|---|---|---|---|
| Initial Banner | a.  300 X 250<br>b.  728 X 90 | SWF* | 40Kb | - Audio must be user initiated. Mute by default.<br>- Unlimited looping animation within 15 seconds<br>- Blinking animation and related is not allowed.<br>- 1 pixel dark border |
| Rich Panel | a.  300 X 250<br>b.  728 X 90 | SWF* | 100Kb | - Audio must be user initiated. Mute by default.<br>- Unlimited looping animation within 15 seconds<br>- Blinking animation and related is not allowed.<br>- 1 pixel dark border |
| Extended Panel *(Optional)* | 728 X 200** | SWF* | 100Kb | - Ad format: Expandable Banner<br>- Expanded by click / mouse over on Rich Panel<br>- Transparent background |
| Backup image | Same as default banner | JPG, GIF | 40Kb | - Call for action |
| Video *(Optional)* | | FLV | 2Mb | - Max video duration 30 seconds<br>- Replay allowed with user initiation<br>- Play, Stop and Mute buttons<br>- Video data rate: 300kbps approximately<br>- Audio: Mono 48kbps approximately<br>- Frame Rate: 25fps |

\* Support Flash version 9 and below. Max at 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**
- Select **Polite banner** / **Expandable banner** (with Extended Panel) as Ad Format.
- Ensure the **SyncAds** component is on the SECOND frame and then select the SyncAds component in the stage area. Make sure you use the same instance name (For example, *syncAd_mc*) for your second ad.
- Synchronized ads cannot contain standard banner type placements.

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);**

- 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

- Sets the synchronization level for component instance *mySyncAds*.

  **mySyncAds.level("***level***");**

  The level may include two possible values:

  • **ad**: only assets within the same ad can communicate with each other.

  • **campaign** (default): assets within different ads from the same campaign can communicate with each other.


- To initiates the connection by opening the local connection to which this asset communicates with:

  **mySyncAds.openConnection("***assetName***"); *assetName***

  is the unique name to reference the asset.

  This initiates the connection by opening the local connection this asset listens to and registers itself in the JavaScript with *assetName* (the name by which the asset is referred to).


- To close the local connection this asset is associated to, enter the following command:

  **mySyncAds.closeConnection(); *mySyncAds***

  is the component instance name.


- To send events to other assets in the same synchronization level on the page, use:

  **mySyncAds.callConnection("***AssetName***", "***functionName***", "***Params***");**

  • *AssetName* is the name of the asset you want to communicate with.

  • *functionName* is the function name that resides in the destination asset.

  • *Params* is the parameter sent to this function.


  Example:

  The sender asset uses the *mySyncAds* component instance to call the *syncWithMe* function on an asset named receiver. In this case, no parameters are sent to the *syncWithMe* function:

  **mySyncAds.callConnection(receiver, syncWithMe);**

  The *receiver* should implement the *syncWithMe* function on its *_root* level

  (it is possible to implement at another level, however, in this case, the call to this function from the sender must contain the full path from the *_root* to the function).


  *function syncWithMe() {*

  *   //perform the desired action upon sync.*

  *}*

- To check whether a specific asset is on the page, use:

  **mySyncAds.findConnection("***assetName***", *secDuration***);**

  • *assetName* is the name of the asset the component searches for.

  • *secDuration* is the number of seconds until the *findConnection* function failed to find the searched asset    The secDuration parameter is optional.

The indication whether this asset was found is given by one of the following events:

**mySyncAds.onConnectionFound =** *functionName***;**

**mySyncAds.onConnectionNotFound =** *functionName***;**  Where

*functionName* should be:

*function functionName(connectionName) {*

  *...*

*}*

❹ 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.

❺ 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 Extended Panel (if any) 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

❻ Testing & Upload

- Preview the ad. Click here to learn more.

- Test the ad using **Interactions Monitor** in Preview Window.

▼ Interactions Monitor

| Action | Arguments |
|---|---|
| Calling to a sync function | sidePanel,connectionSucceeded |
| The sync connection was found | sidePanel |
| Trying to find a sync connection | sidePanel |
| Opening a sync connection | sidePanel |

- Make sure that all the scripts are tracked.

- Sync function can only be triggered once to establish connection.

**ONLY run in ONE internet browser at a time.**

- 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 Define Sync Ads

*OPTION 1:*

- Select **Manage > Ad >** double click on the sync ad
- Expand **Setup > Advanced Features > Sync Ads Unit**.
- From the Sync Ads Unit drop-down list, select New Sync Ads Unit and enter a name.
- Save the ad.
- In the Ads page, select another ad and repeat the process.
- From the Sync Ads Unit drop-down list, select the name you previously entered for the synchronized unit and save ad.
- From the Ads page, select one of the ads and click **Preview** to see both of these ads previewed on the same page.

*OPTION 2:*

- From the Ads page, right click on the sync ad and select **More > Sync Ads Unit > Assign To Sync Ads Unit**.
- From here, you can either define a new sync unit or assign to an existing unit.

*Note: You will notice the synchronized icon in the Advanced Features column.*

❷ Create Video Package *(if any, 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
  *Note: Publisher and Campaign Trafficker can only preview ad attached to the placement.*

- For your Synchronized ad to work properly, you must attach each ad to a separate placement in the same campaign.
- Select the ad and click on **Review > Publish**. The ad icon will change to 
  *Note: Publisher can only test on published ads.*