

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

**Wallpaper Ad**

**Build Guide**

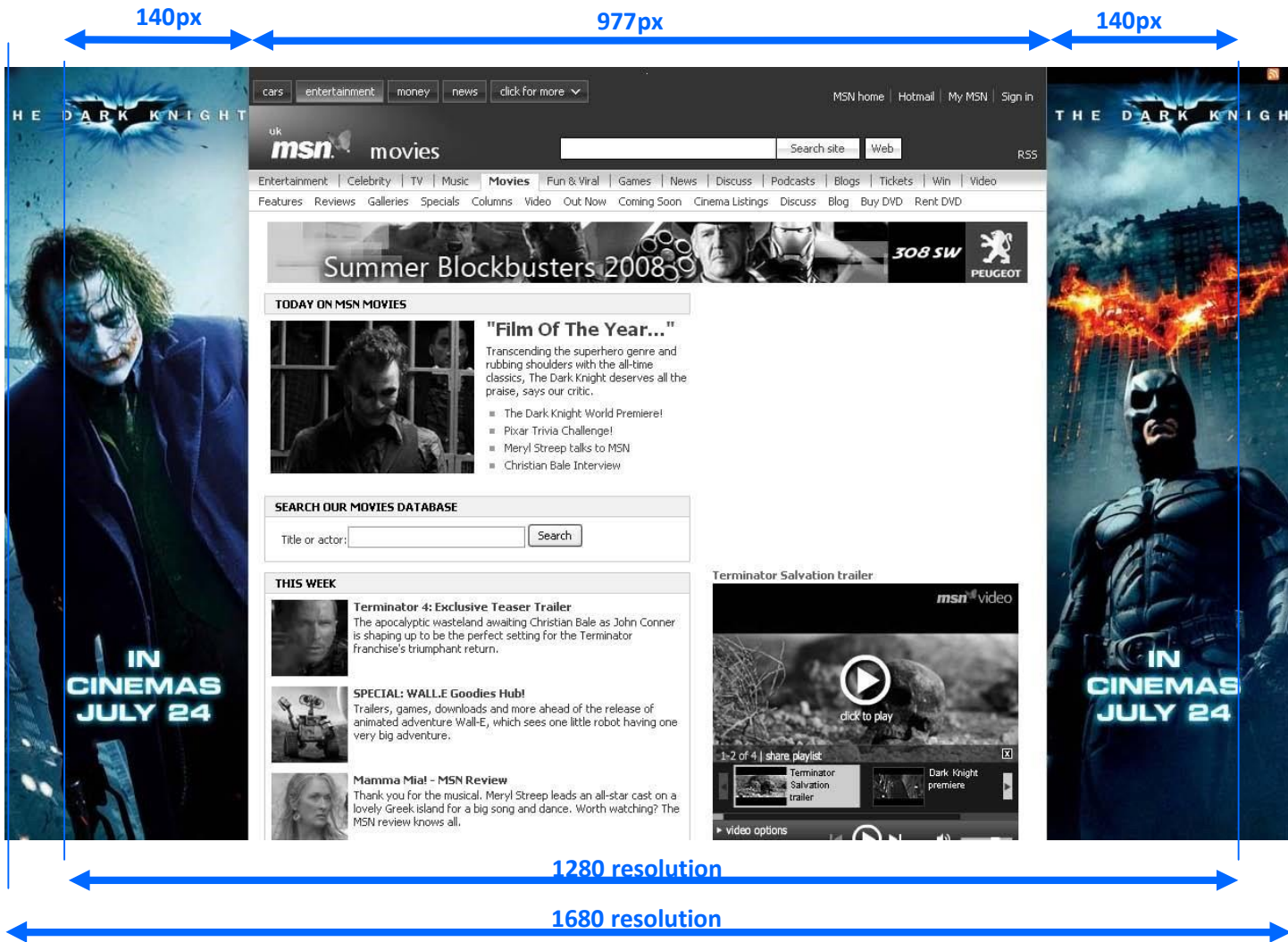
## WALLPAPER AD

### OVERVIEW

#### User experience

A wallpaper ad consists of a static GIF/JPG that replaces the MSN background page. The image can be tiled if desired. No interaction on wallpaper.

- 1 Wallpaper serve as background image
- 2 Position of the wallpaper remain regardless of horizontal / vertical scrolling.
- 3 Reminder appear floating on top right corner of the page (Optional)



# WALLPAPER AD

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## Tutorial

[Creating Wallpaper AD](#)

## Specification

Creative Assets	Dimension (W x H)	Format	File size	Requirement
Wallpaper	1600 x 1050	JPG, GIF	100Kb	Fit content within 140px on both sides. <i>(refer to diagram above)</i>
Reminder	1 X 1	SWF	10Kb	White background

- \* 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.

### 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 a new ad

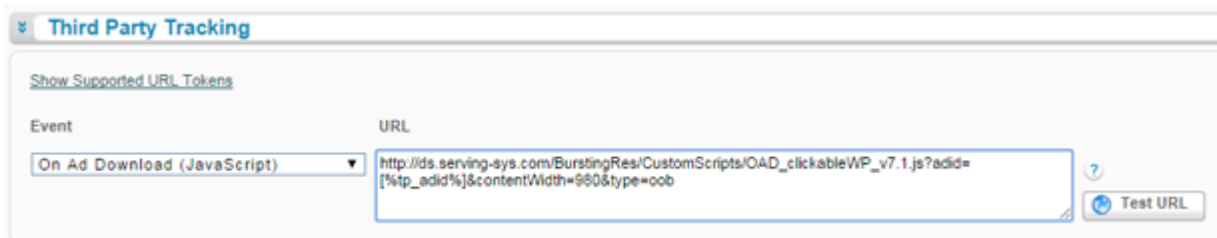
- Upload Wallpaper and Reminder into **Creative Assets**
- Select **Manage > Ad**
- Click on . Select Wallpaper as Ad Format.
- Select Wallpaper and align to Top Center
- Check on **Ignore Scrolling**
- Select Reminder and set **Floating Positioning Settings** to X: 100% and Y: 100%

#### ③ Custom Scripts

To add the Clickthrough/button functionality on the wallpaper, add a URL to the ad's tracking settings as follows:

- From the main menu in the Sizmek, select **Creative > Ads > Ads List**.
- Select and double-click your ad, and click on the **Interactions & Ad URLs** tab.
- In **Third Party Tracking** section, and in the **Event** field select **On Ad Download (Javascript)**, then enter the following URL (copy & paste as is):



```
http://ds.serving-sys.com/BurstingRes/CustomScripts/OAD_clickableWP_v7.1.js?adid=[%tp_adid%]&contentWidth=980&type=oob
```



#### Customizable Script parameters:

**Content Width** Change only *“contentWidth:”* according to the width of the content, example: **980px** (Page Content width may vary, kindly check with the publisher for accurate number.)

### ④ 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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