

Sizmek™

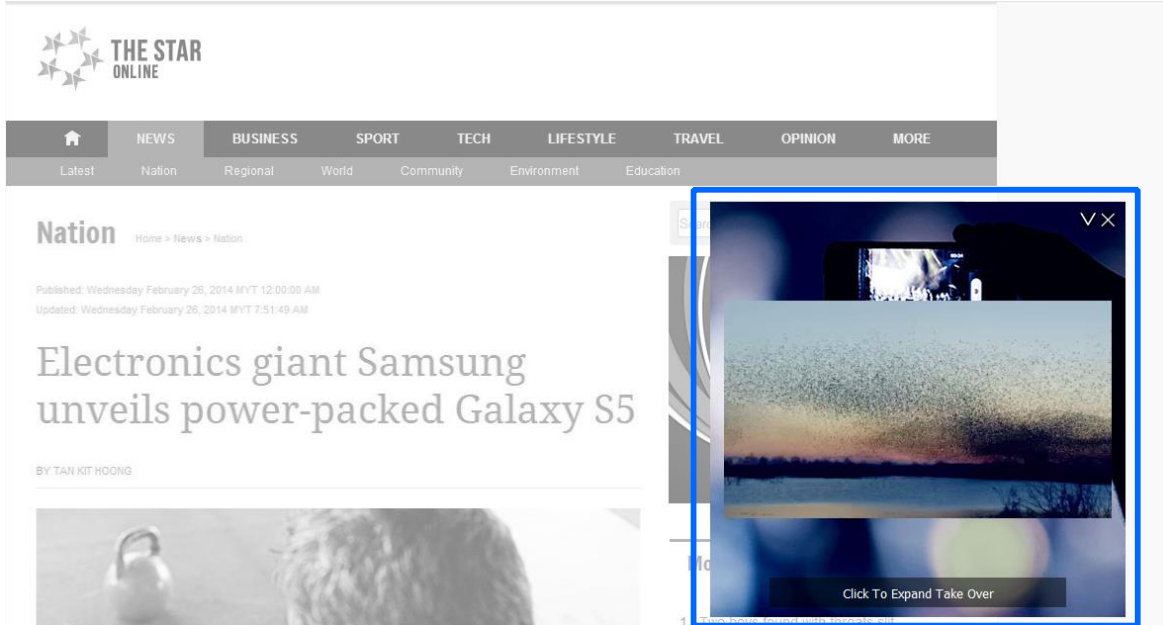
Balloon Ad

Build Guide

OVERVIEW

User experience

Balloon Ad is a video ad which appears at the right bottom of the browser window when page loads. Upon initiation the balloon expands to reveal the whole video. User has the option to expand a Full-Page panel to view the video in a larger dimension.



Demo

[Click here to preview](#)

Template

[Click here to download](#)

Open source template notes:

The open source ad template is built to the correct Sizmek specifications and can be easily re-skinned. This example is designed to function as described in this kit.

All amendments are up to the individual skill of the creative developer.

Ads built outside Sizmek specs can cause delays and additional costs to the creative agency.

Specification

Creative Assets	Dimension (W x H)	Format	File size	Requirement
Default Banner	1x1	HTML5	50KB	- Blank pixel
balloon <i>(CASE SENSITIVE : Do not change name)</i>	420 X 420	HTML5	200KB	- Close button* - Audio must be user initiated. Mute by default. - Unlimited looping animation within 15 seconds - Expand on MOUSE-OVER @ 'reminder" panel - Blinking animation is strictly not allowed - 1 pixel grey border
pagetakeover <i>(CASE SENSITIVE : Do not change name)</i>	980 X 550	HTML5	200KB	- Close button* - Audio must be user initiated by click. Mute by default. - 1 pixel grey border
reminder <i>(CASE SENSITIVE : Do not change name)</i>	100 X 200	HTML5	200KB	- Close button* - Unlimited looping animation within 15 seconds - Expand on MINIMIZED "balloon" panel only - Blinking animation is strictly not allowed - 1 pixel grey border
Backup image	Same as Default Banner	JPG, GIF	5Kb	- 1x1 white pixel. <i>(refer to the template provided)</i>
Video (Optional)		MP4	4Mb	- 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

NOTE : 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.

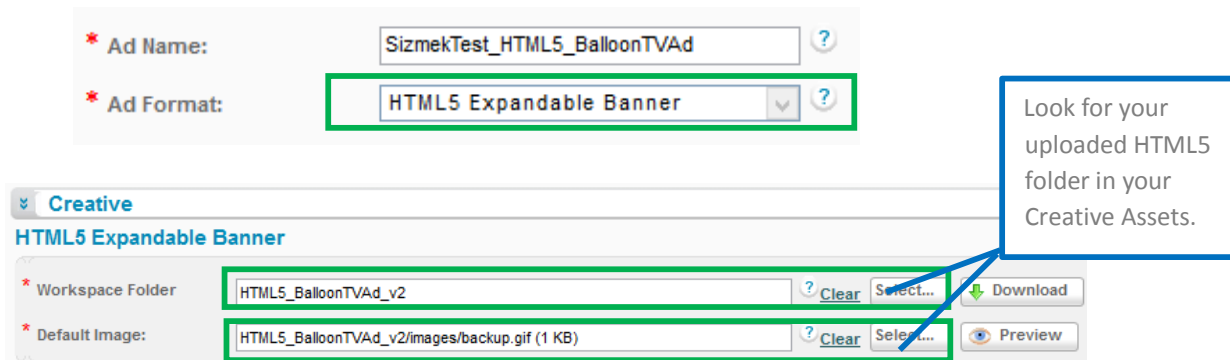
CREATIVE SUBMISSION TO SIZMEK MDX PLATFORM

Basic Introduction

- [Overview of Sizmek MDX Platform](#)
- [Edit an Ad](#)

Set ad format

- Select **Manage > Ad > Create New Ad**
- Change the Ad Format to **HTML5 Expandable Banner**



Panels List

Panel Name

- For the correct functioning of the ad the panels should be named correctly, as per the source files and illustrated in the screen cap below. The panels are named '**balloon**', '**pagetakeover**' and '**reminder**'
***IMPORTANT: PanelNames are all case sensitive.**

Panel Positioning

- balloon *Page Relative-Percentage | X: 95 and Y: 95*
- pagetakeover *Page Relative-Percentage | X: 50 and Y: 50*
- reminder *Page Relative-Percentage | X: 100 and Y: 100*

**Ad setting refer diagram in the next page.*

SUPPORT

Browser Support

Please refer to [Sizmek's support matrix](#) for more information.

Sizmek Support Contacts

For questions and assistance please contact:

- **Star South East Asia Support** : star.seasupport@sizmek.com
- **South East Asia Creative Support** : sea.creative@sizmek.com

Online Sizmek HTML5 training:

[More training material can be found in the Sizmek HTML5 Portal](#)

A login is required to be able to access this material. **Please contact your local Sizmek office for support.**

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