

Sizmek™

Billboard

Build Guide

OVERVIEW

User experience

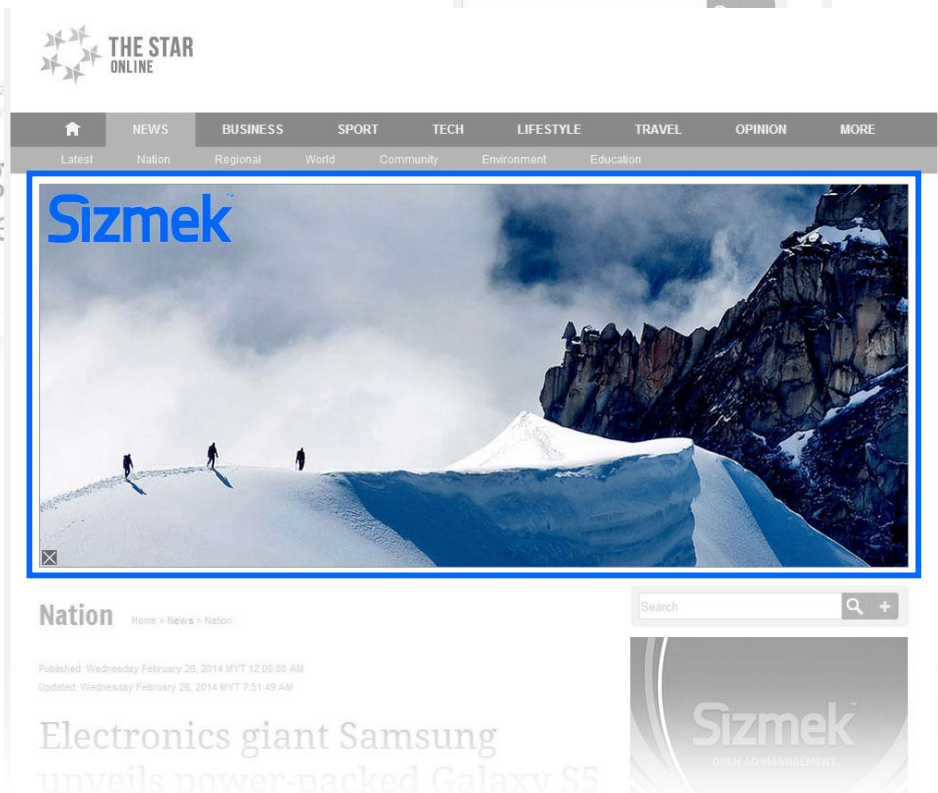
Starts in an initial banner space. Initial banner immediately expand and push page content downward. The Expanded Panel will only contract upon user clicking the CLOSE button. Upon user initiation on Initial Banner, banner expand and pushes the content down again.

The creative will be pushing down the page in each load and require Mouse Click to Close the panel by default.

Initial
Banner



Expanded
Panel



Demo

[Click here to view](#)

Templates

Billboard with video : [Click here to download](#)

Billboard without video : [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
Collapsed Banner	940 X 30	HTML5	300kb	<ul style="list-style-type: none"> - Expanding Panel on CLICK - Blinking animation and related is not allowed. - 1 pixel grey border
Expanded Panel	940 X 415			<ul style="list-style-type: none"> - Unlimited looping animation within 30 seconds - Close button is required - Audio mute button required - Audio must be user initiated by click. Mute by default. - 1 pixel grey border - Expanded panel retracts upon user click on close button
Backup image	Same as Collapsed Banner	JPG, GIF	40Kb	
Video (Optional)	480x270	MP4 webm	4MB	<ul style="list-style-type: none"> - Max video duration 30 seconds - Video data rate: 300kbps approximately - Video codec : H.264 - Audio: Mono 48kbps approximately - Frame Rate: 25fps

* Ad dimension varies market to market and site to site. Please confirm dimension for specific placement with publisher.

SUBMISSION

Submit 7 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.

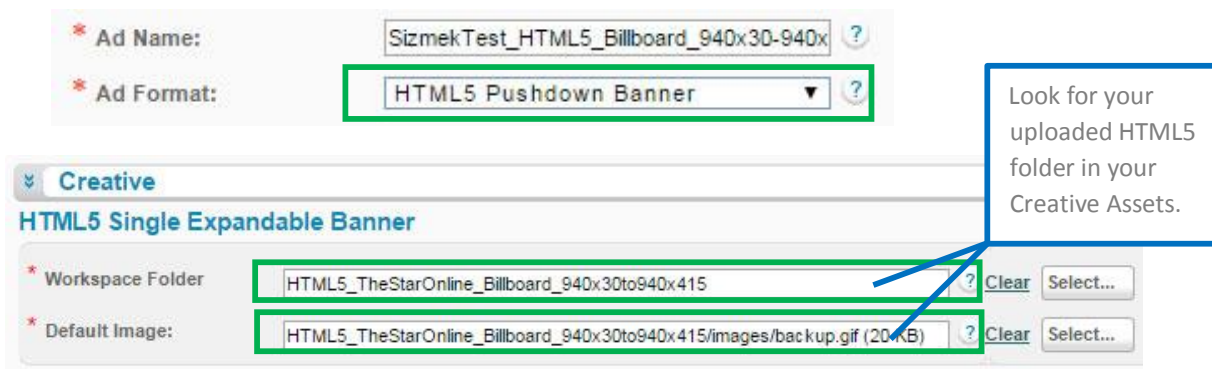
CREATIVE SUBMISSION TO SIZMEK MDX PLATFORM

Basic Introduction

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

Set ad format

- Select **Manage > Ad > Sizmek Workshop**
- Change Ad Format to **HTML5 Pushdown Banner**

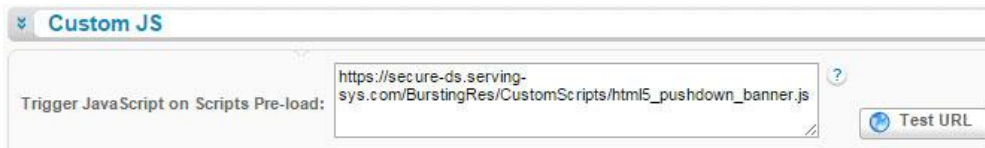


TSO HTML5 Billboard Custom Script



Add the scripts as below :

- From the main menu in the Sizmek, select **Creative > Ads**.
- 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):

[Click here to download](#) the Custom JS for your perusal.



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.
- [Setup for Custom ClickThrough](#) (if any)
- 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:

- **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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