

Sizmek™

Flipboard

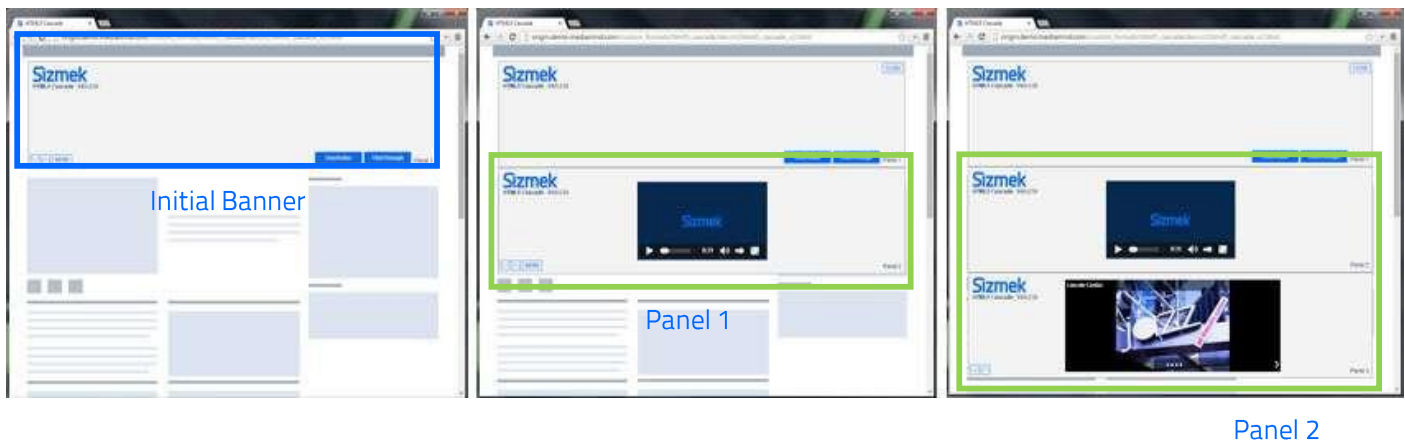
Build Guide

OVERVIEW

User experience

The Flipboard is an interactive format. Cascading effect sets it apart from other expandable formats. As users engage with the unit, on click, they can choose to 'Flip' downwards to reveal additional panels, scrolling and rotating through the expanded space. Each panel can have a different purpose, for instance videos, product carousel or social media content.

Panels can contain creative contents like Video Player, Image Gallery or Social Media. There are no set style rules that they must adhere to and there are no limits to the number of panels a Flipboard unit may contain. The template can be customized and extended to include a wide array of interactive features. User can add additional panels.



Default dimension of Flipboard is 940 x 230. Format contains total 8 panels. Some panels are blank and some panels contain creative content. Scroll buttons appears at the bottom left corner. On click of Down (⏴) will scroll panels to down side and on click of Up (⏵) will scroll panels to up side. Panel will scroll and appear in loop. There is More button available on right side of scroll buttons. On Click of More (MORE) button will expand next panel with 3D flip animation. More button will appear only if there is enough available space to expand additional panel downside. Format will check the browser viewport height and display/hide more button depending on viewport height. On Desktop browser, resizing browser will show/hide More button. On Tablets, Orientation change will show/hide More button. Expanded panel can be closed by clicking on close button appearing on top right corner. On panel expansion or close will update Scroll and More button location and those buttons will always appear on bottom left corner of Ad.

Panel creative contents like video or animation will pause on scroll or expanding or collapsing of panels.

All format functionality is already programmed into the template files, so to create this ad format, all you have to do is add creative content to Panels.

Known Issues

- On IE10, Sometimes right border of panels get cut off on 3D flip panel expansion animation.
- On Nexus 10, Sometimes panels top and bottom border don't show.

Note: There are no Known issues when doing on Platform Previews.

Demo

[Click here to view](#)

Templates

[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
Initial Banner	940 X 230	HTML5	300kb	<ul style="list-style-type: none"> - Expanding Panel on CLICK - Blinking animation and related is not allowed. - 1 pixel grey border
Expanded : Panel1 Panel2 Panel3 Panel4 Panel5 Panel6 Panel7 Panel8 (up to 8panels)	940 X 230			<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.

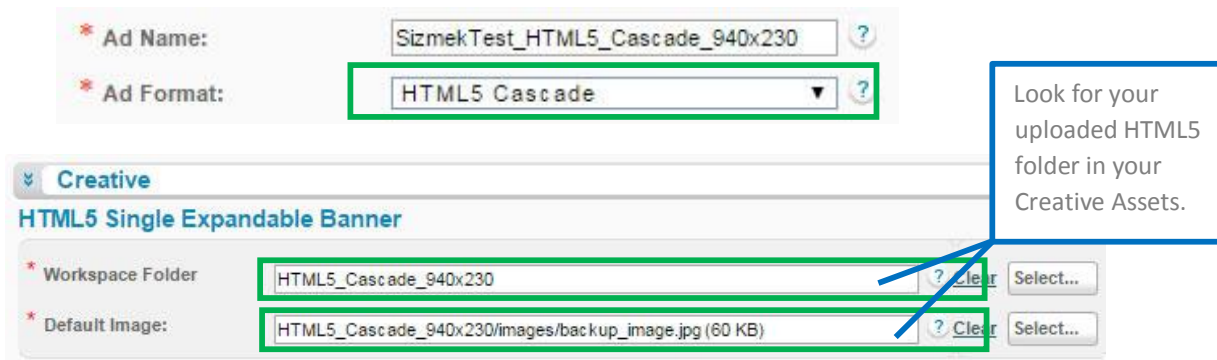
CREATIVE SUBMISSION TO SIZMEK MDX PLATFORM

Basic Introduction

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

Set ad format

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

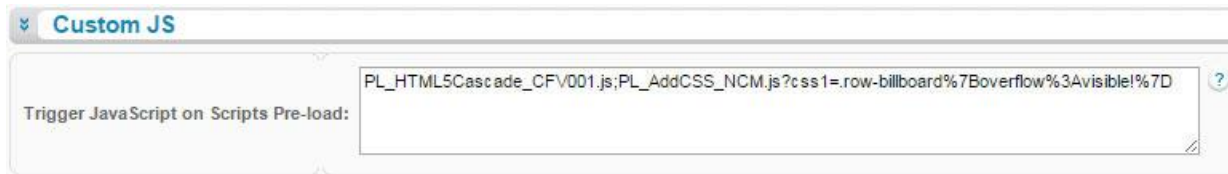


TSO HTML5 Flipboard Custom Script



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.**

Notice : The information contained in this document is proprietary and confidential to Sizmek and/or any of its affiliated companies (Sizmek). Disclosure, copying, reproduction, storing or any use of this document or any part thereof without the express prior, written consent of Sizmek or its authorized representatives is strictly prohibited. The information furnished in this document is believed to be accurate and reliable. However no responsibility is assumed by Sizmek for the use of this information. Sizmek reserves the right to make changes to the information included in this document at any time and without notice.