

Sizmek™

Pushdown Banner

Build Guide

PUSHDOWN BANNER

OVERVIEW

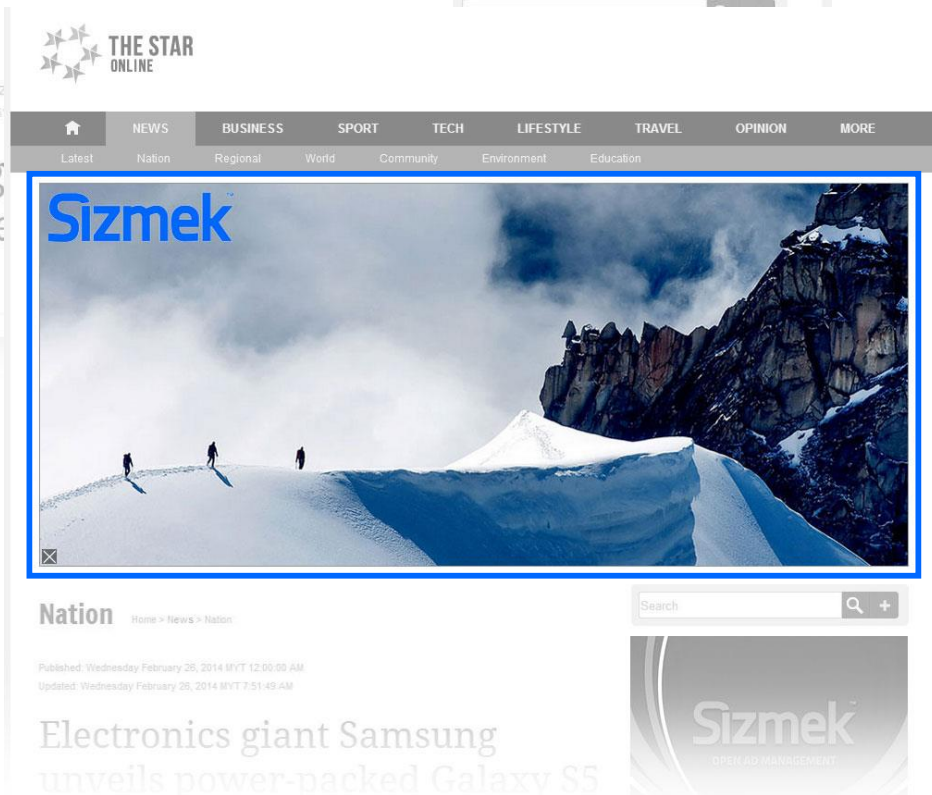
User experience

Starts in an initial banner space. Initial banner will expand on user initiation and push page content downward. The Expanded Panel will automatically contract after 8 seconds OR upon user clicking the CLOSE button. Upon user initiation on Initial Banner, banner expand and pushes the content down again.

Initial Banner



Expanded Panel



PUSHDOWN BANNER

Demo

[Click here to view](#)

Templates

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

Pushdown 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 |
|------------------|--------------------------|-------------|-----------|--|
| Initial 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 <p><i>NOTE : Auto-Retracts after 8secs only on at the first load.</i></p> |
| 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.

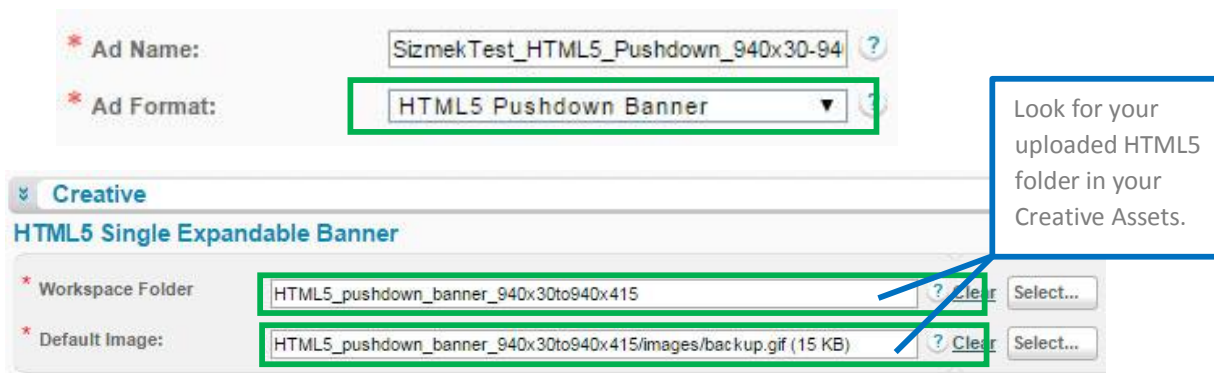
CREATIVE SUBMISSION TO SIZMEK MDX PLATFORM

Basic Introduction

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

Set ad format

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



Ad Name: SizmekTest_HTML5_Pushdown_940x30-94

Ad Format: HTML5 Pushdown Banner

Creative
HTML5 Single Expandable Banner

Workspace Folder: HTML5_pushdown_banner_940x30to940x415

Default Image: HTML5_pushdown_banner_940x30to940x415/images/backup.gif (15 KB)

Look for your uploaded HTML5 folder in your Creative Assets.


HTML5 Pushdown Custom Script

****8 second auto panel close functionality is set as default in the template.****

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.





Custom JS

Trigger JavaScript on Scripts Pre-load: `https://secure-ds.serving-sys.com/BurstingRes/CustomScripts/html5_pushdown_banner.js`

Test URL

**If using video in your ad that plays for more than 8 seconds do not use this setting, as it will not allow full playback of the video.*

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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