

SizmekTM

Site Take Over

Build Guide

OVERVIEW

User Experience

Site Take Over is an Ad format that expands the creatives in the middle of the screen on tablets and desktop browsers. Ad can contain video component that is placed within the fixed panel size. The background contains a light box like semi-transparent background that covers the browser's width and height. Clickthrough button should be covering the whole panel or any custom position (*additional interaction button can be added, if needed*) and a close button at top-right corner is a must. If you are interested to run a full video banner with responsive dimension, you can consider to try our [HTML5 Videostitial](#).



Expanded Banner

Demo

[Click here to view](#)

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	-	<ul style="list-style-type: none"> - Auto-Expand by default once page is loaded - Blinking animation and related is not allowed. - Dimmer is required (refer template).
(Please refer template on page 2)	1024x600	HTML5	300kb (*max.)	<ul style="list-style-type: none"> - Close button is required. - Clickthrough button is required. - Audio mute button is required. - Audio must be initiated only when user click on UNMUTE button on the video. Mute by default. - 1 pixel grey border (optional) - Expanded panel must retract once video ends or closed by user. - Background keep as black (#000000)
Backup image	1x1	JPG/GIF	10Kb	

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.

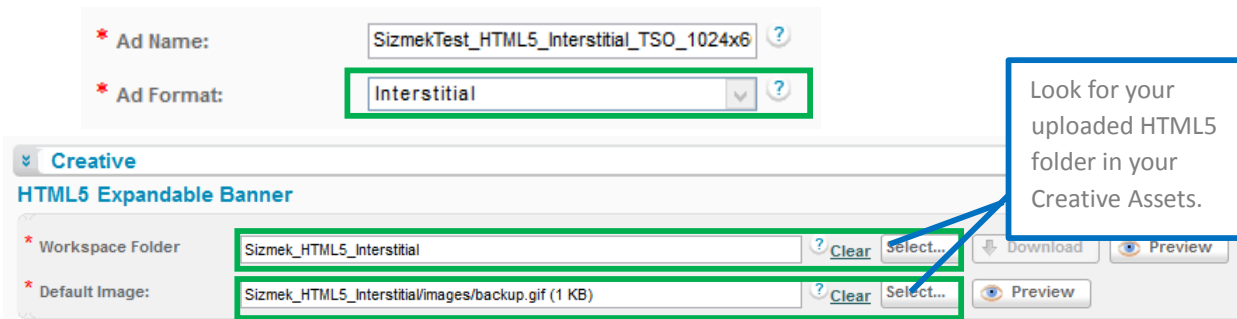
CREATIVE SUBMISSION TO SIZMEK MDX PLATFORM

Basic Introduction

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

Set ad format

- Select **Manage > Ad > Sizmek Workshop**
- Change Ad Format to **Interstitial**



Panel Setting

Panel Name

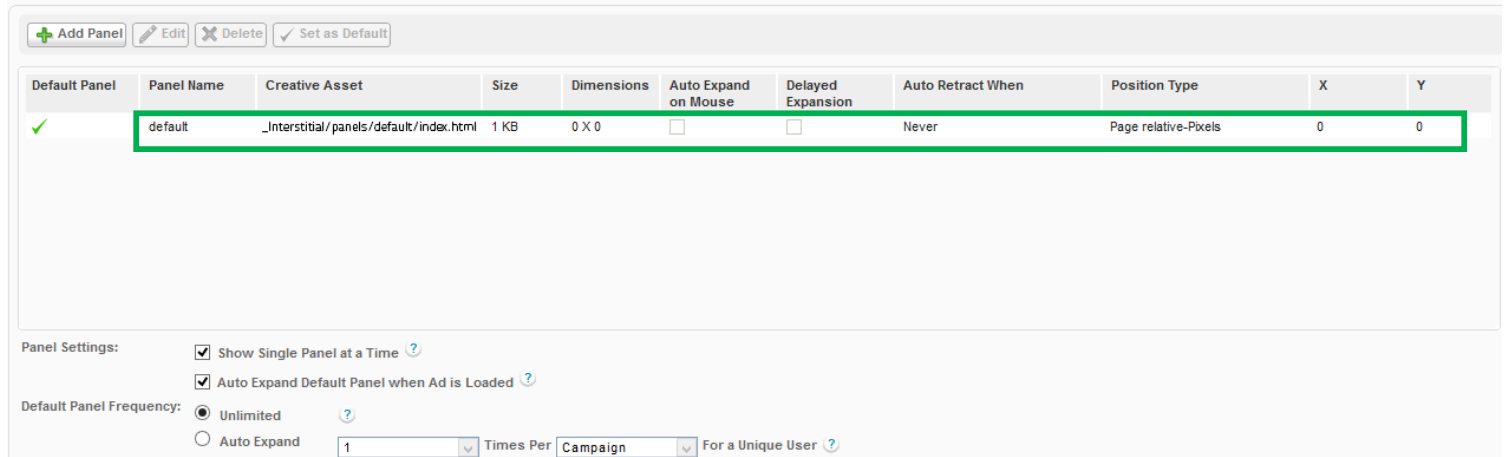
- For the correct functioning of the ad the panel should be named correctly, as per the source files and illustrated in the screen cap below. The panels are named '**default**'
- *IMPORTANT: PanelName are all case sensitive.**

Panel Positioning

- default *Page relative-Pixels | X: 0 and Y: 0*

**Ad setting refer diagram in the below.*

Panels List [?](#)



Default Panel	Panel Name	Creative Asset	Size	Dimensions	Auto Expand on Mouse	Delayed Expansion	Auto Retract When	Position Type	X	Y
✓	default	_Interstitial/panels/default/index.html	1 KB	0 X 0	<input type="checkbox"/>	<input type="checkbox"/>	Never	Page relative-Pixels	0	0

Panel Settings:

- Show Single Panel at a Time [?](#)
- Auto Expand Default Panel when Ad is Loaded [?](#)

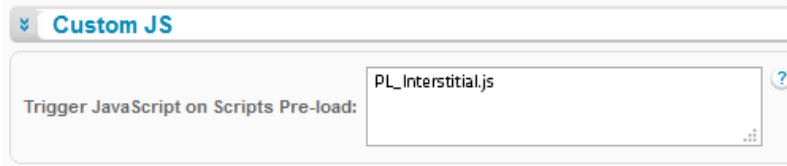
Default Panel Frequency:

- Unlimited [?](#)
- Auto Expand Times Per For a Unique User [?](#)

HTML5 Interstitial Custom Script

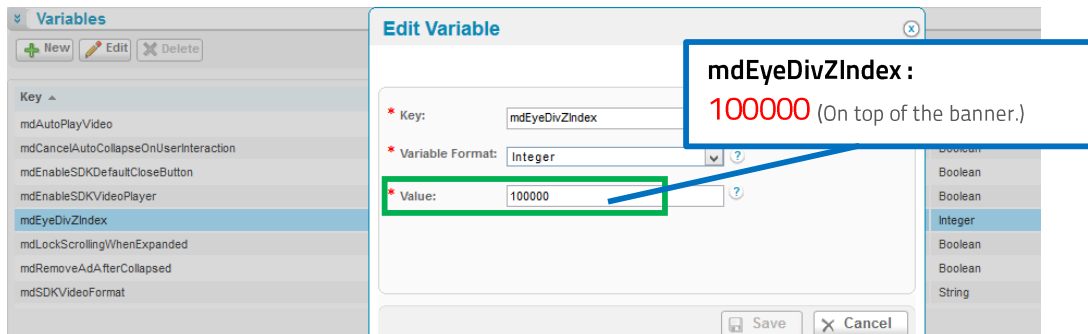
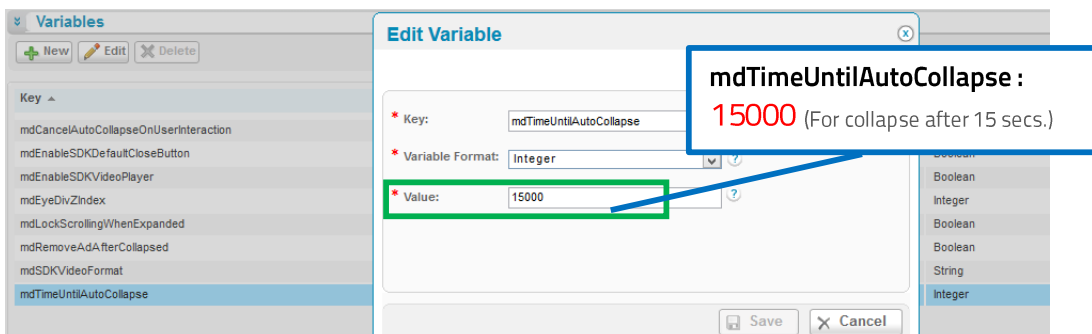
- From the main menu in the Sizmek, select **Setup > Advanced Features**.
- Expand the **Custom JS**
- In **Trigger JavaScript on Scripts Pre-load** section, enter the following URL (copy & paste as is):

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





Variables

- From the main menu in the Sizmek MDX, select **Setup > Advanced Features**.
- Expand the **Variables**
- Set the following values to adjust the **mdEyeDivZIndex** and **Auto-Collapse Duration**
- **SAVE** the changes done, it should be reflecting to the creative directly.

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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