

SizmekTM

Brand Wrap

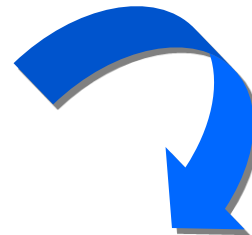
Build Guide

OVERVIEW

User experience

The Brand Wrap offers a very unique and persistent page takeover experience on Yahoo! inner pages. This banner will load as a tab which will remain at the same position even when users scroll the page. Upon click, the banner will expand to prominently display the advertiser's product and messaging to ensure maximum impact.

- 1 Tab and Wallpaper skin will load when page is loaded.
- 2 Upon clicking on the Tab, the panel will expand to display the advertiser's product and messaging.
- 3 Expanded panel will collapse when user click on the close button.



Expanded Panel
1020 x 500



IMPORTANT:
All logos in the banner must not be lower than the Yahoo! Logo.

285px

100px

Position your logo **BELOW** this yellow line

102.4px

100px

Position your logo **BELOW** this yellow line

102.4px

150px

970px

150px

SAFE ZONE

SINGAPOREAN AMERICAN HORROR STORY?

SingTel

YAHOO! NEWS SINGAPORE

HOME SINGAPORE YOUR VIEW VIDEOS WORLD BUSINESS TECH HEALTH AUTOS TRAVEL SPORTS ENTERTAINMENT

PHOTOS: OOD NEWS MOST POPULAR WEATHER

EXPLORE AUSTRALIA'S OUTBACK NOW

Travel packages to Northern Territory, Australia from SGD1,078!*

Most Popular Stories

COMMENT: Cartoonist's arrest stems honest discussion about race in Singapore

Track fault causes train delays on North South Line

Govt taking serious look at EC scheme

Show More

Popping the question. More fun in the Philippines

Click to know more

LOCAL WEATHER

Kuala Lumpur, MY

26°C

8:31° L 25° Light Rain with Thunder

Detailed Forecast >

Gaza strike kills militant behind Eilat attack: Israel

An Israeli air strike on Gaza City killed one person on Tuesday, Palestinian officials said, with Israel saying it targeted a militant involved in a rocket attack on Eilat.

Running the gauntlet: delivering food in Syria

By Samia Nakhoul and Michael Stott DAMASCUS (Reuters) - Aid workers in Syria are struggling to navigate a lawless archipelago of armed groups to get food to Syrians trapped in a fast-intensifying civil...

Dakwat kekal tidak boleh ditanggal, kata pengerusi SPR

Oleh Md Izwan

ADVERTISEMENT

Demo

[Click to View](#)

Templates

[Click to Download](#)

Tutorial

[Creating Expandable Banner](#)

Specification

Creative Assets	Dimension (W x H)	Format	File size	Requirement
Default Banner	1 X 1	SWF*	20Kb	- Blank file
Tab	50 X 240 (fixed) or *100 X 240 > 50 X 240 (Retractable as provided in template)	SWF*	40Kb	- Auto expands when ad loads. - Unlimited looping animation within 15 seconds. - *Retractable from 100x240 > 50x240 is allowed.
<u>Wallpaper</u> Left & Right Panel	285 X 1024	SWF*	40Kb	- Auto expands when ad loads. - Only static SWF allowed. Without animation. - Fit content within safe area (refer to diagram above). - 1 pixel grey border.
Expanded Panel	1020 X 500	SWF*	60Kb	- Content should be within 970px width and aligned to right. - Close button required. - Audio mute button required. - Audio must be user initiated by click. Mute by default. - Expanded Panel retracts when close button is clicked.
Backup image	Same as default banner	JPG, GIF	40Kb	
Video (Optional)		FLV	2.2Mb**	- Max video duration 30 seconds. - Replay allowed with user initiation. - Play, Stop and Mute buttons. - Video data rate: 300kbps approximately. - Audio: Mono 48kbps approximately. - Video Frame Rate: 25fps - Format: True Streaming / Progressive download

* Support Flash version 9 and below. 18-24 frames per second.

* Site width varies Market to Market and site to site. Please confirm width for specific placement

** 2.2Mb max. 1.5 Mb for optimal video streaming experience.

(The greater the file size, the higher the possibility of start-stop video streaming due to buffering, affecting user experience)

Yahoo! ad spec : <http://sea.adspecs.yahoo.com/adformats/richmedia/brandwrap>

SUBMISSION

Submit 10 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.

FLASH GUIDELINE

❶ Setup Sizmek Workshop (*only install once*)

- [Download](#) the Flash Plugin (MXP)
- Click here for [installation guideline](#)

❷ Create ad

- Open Sizmek Workshop in Flash. Select **Window > Other Panels > Sizmek Workshop**
- Click on **Open Existing Ad**
- Browse for the template bundled source file (**EBC**)


❸ EB code in Flash

- Leave the first frame BLANK. Include the following script:
EB.Init();
- Apply this script on 1x1 default banner to auto expand Tab, Left & Right panel:
EB.ExpandPanel("leftSkin");
EB.ExpandPanel("rightSkin");
EB.ExpandPanel("tab");
- Apply this script to expand the panel from Tab:
EB.ExpandPanel("panel1","user");
- Close the expanded panel using this script:
EB.CollapsePanel("panel1");
- Click Through and redirect user to ad URL:
EB.Clickthrough();
- Custom Click Through for additional ad URL. (if any):
EB.Clickthrough("targetName");
Example of *targetName*: BlogURL, OrderURL, FacebookURL
- Track user initiated interaction:
EB.UserActionCounter("interactionName");
Example of *InteractionName*: ReplayAd, StartGame
- Track automated event.
EB.AutomaticEventCounter("eventName");
Example of *eventName*: DisplayedProduct, LoadedGame


4 Best Practice

- CPU usage less than 50%.

5 Setup Video Player

- Select  to add video as Additional Assets
- Drag and drop Sizmek Video Components: VideoLoader, PlayBtn, StopBtn, MuteBtn
Click [here](#) to learn more
- Setup VideoLoader using Component Inspector.
- Additional Asset ID is 1 by default.

6 Setup ad

- Select  on Sizmek Workshop
- Select the file for default image (backup image)
- Select **Clickthrough URL** to enter the Target URL. eg: <http://www.sizmek.com>
- Position the panel to appear on the correct coordinate relative to the banner.
eg: Expand to the left, Y=0, X = width of default banner – width of panel
- Click [here](#) to learn more about panel positioning

7 Testing & Upload

- Preview the ad and test the ad using Interactions Monitor.
Click [here](#) to learn more

No.	Actions	Ad Part	EB Command	Arguments	Time
7	Collapse Panel (au	Banner	JS controlled	panel1	00:00:10:637
6	Expand Panel	panel1	ExpandPanel	tab, User	00:00:10:512
5	Start Video	panel1	ebVideoStarted	260320131715	00:00:06:945
4	Collapse Panel (au	Banner	JS controlled	intro	00:00:05:149
3	Expand Panel	intro	ExpandPanel	panel1, User	00:00:05:025
2	Start Video	intro	ebVideoStarted	260320131715	00:00:01:856

Total of 6 Interactions Clear All

- Make sure that all the scripts are tracked.
- Submit the ad to Sizmek MDX platform from Sizmek Workshop.

8 Yahoo! Guidelines

- Loading files from cross domains is not permitted for security reasons.
- The use of Shared Objects is not permitted.
- Accessing the user's microphone or WebCam is not permitted.
- The use of Clip board is not permitted.
- Linking URLs must be domain name based and cannot be the IP address (i.e., <http://207.123.456.78>)
- Do not embed click URLs in Flash files. The URLs is to be added on Sizmek MDX platform.

CREATIVE SUBMISSION TO SIZMEK MDX PLATFORM


1 Basic Introduction

- [Overview of Sizmek MDX Platform](#)
- [Edit an Ad](#)
- [Setup for Custom Click Through \(if any\)](#)

2 Set ad format

- Select **Manage > Ad > Edit Ad**
- Change Ad Format to **Expandable Banner**

3 Create Video Package (*only applicable to ad with standard video*)

- Select **Manage > Video Studio**
- Click on  to create new video package
- Follow through the wizard.
- Link the additional assets to the video package in **Video Packages** folder.

4 Insert Custom Script

- From the main menu in the Sizmek MDX platform, select **Creative > Ads**.
- Select and double-click your ad, and click on the **Setup > Interaction & Ad URLs** tab.
- Click **Ad URLs** section, and in **Third Party Tracking** field, enter the following URL (copy & paste as is):



```
https://secure-ds.serving-  
sys.com/BurstingRes/CustomScripts/OAD_FixedPanels_ALL_V6.js?adid=[%tp_adid%]&refElement=yUnivHead&panels=Tab---  
position:fixed,top:163,left:-100|Panel1---position:fixed,top:163,left:-50|leftSkin---position:fixed,top:0,left:-285|rightSkin---  
position:fixed,top:0,left:970
```

- Verify that the **Event** is set to **On Ad Download (JavaScript)**

Customizable Script parameters:

leftSkin	Change only "left:" according to the leftSkin Size, example : -285px (As specification stated in page 4)
rightSkin	Change only "left:" according to the content width of the page, example : left:970 (Yahoo! News)

5 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 Click Through](#) (if any)
- Select the ad and click on **Review > Publish**. The ad icon will change to .
Note: Publisher can only test on published ads.

YAHOO! POLICY GUIDELINES

❶ Policy Guidelines for Ads with Contest/Promotion

- Loading Contests, Sweeps, Lotteries & Games of Chance – Ads must offer a fair opportunity for all entrants to win and for sweepstakes and games of chance, must clearly disclose that no purchase is necessary. Sweepstakes and games of chance cannot require a purchase to participate. No offer may claim “everyone wins”, suggest that the user was specially selected to receive a prize, suggest that a payment by the winner is necessary to claim a prize, falsely imply that the mere act of clicking a button is sufficient to win or imply that the promotion is endorsed by any government or quasi-government entity (excluding lawful state lotteries).
- Chance-based promotions MUST include the following in the creatives:
Bahasa Malaysia : Chance ; Peluang? / Chance to win : Peluang untuk Menang
- Pricing and Price Claims - All price claims made in an ad must be clearly and accurately substantiated on the landing page. Ads or landing pages that contain “free”, “complimentary” or synonymous offers must disclose the pertinent terms and conditions associated with the offer. Any disclosure (or notice that a disclosure applies) must be made in close proximity to the claim, and must be clear, conspicuous and in a font equal in size to that of the base font of the ad or landing page.
- Offers to compensate users for clicking on ads, performing web searches, viewing web sites or reading emails, etc. is NOT permitted.
- Contests & Promotions - Participating via SMS with chance base & without purchase is NOT permitted for placements running on Malaysia Properties (i.e. com.my.)

❷ GENERAL ADVERTISEMENT POLICY GUIDELINES

- Policy Guidelines : <https://sea.adspecs-new.yahoo.com/pages/standard/>
- SSL Compliant : <https://sea.adspecs-new.yahoo.com/pages/ssl/>

SUPPORT

Browser Support

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

Sizmek Support Contacts

For questions and assistance please contact:

- **South East Asia** creative support : sea.creative@sizmek.com

Online Sizmek training:

[More training material can be found in the Sizmek Training Zone](#)

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

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