

**Sizmek<sup>TM</sup>**

**Expandable Banner**

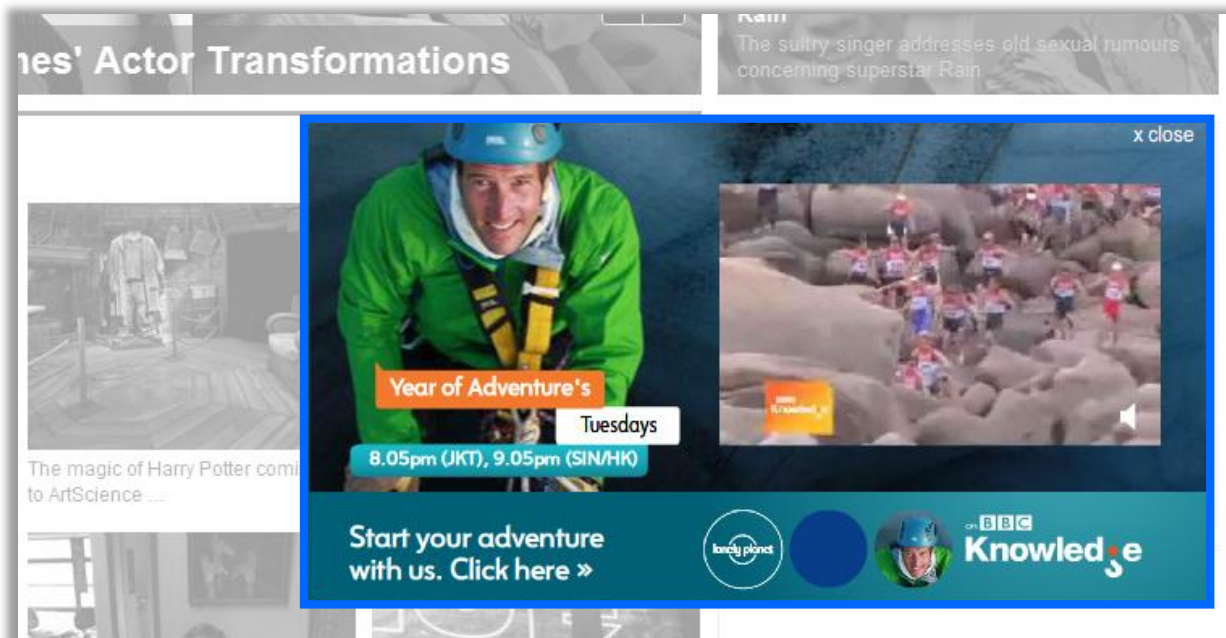
**Build Guide**

## OVERVIEW

### User experience

Expandable banners enable advertisers to reach audiences with unrivalled interactivity and engagement, and with a much larger canvas than with traditional static display ads. These ad units are available in most display ad placements and offer the full range of creative executions – from eye-popping animation, to video, dynamic data, interactive games and more!

- 1 Starts in an initial banner space.
- 2 Expands outside of the banner automatically upon user initiation.  
The panel should appear adjacent to the banner.
- 3 The Expanded Panel will contract upon user clicking the CLOSE button.



**Demo**

[Click to View](#)

**Templates**

[Expandable Banner \(AS2\)](#)

[Expandable Banner with Video \(AS2\)](#)

**Tutorial**

[Creating Expandable Banner](#)

**Specification**

| Creative Assets    | Dimension (W x H)                                    | Format   | File size | Requirement   |
|--------------------|--|----------|-----------|---|
| Initial Banner     | LREC – 300 X 250<br>SKY – 160 X 600<br>N – 728 X 90  | SWF*     | 50Kb      | <ul style="list-style-type: none"> <li>- Audio must be user initiated. Muted by default.</li> <li>- Unlimited looping animation within 15 seconds.</li> <li>- Expand on mouse over / click.</li> <li>- If panel expand on mouse over, 1 second delay with preloader is required.</li> <li>- 1 pixel grey border.</li> </ul>   |
| Expanded panel     | LREC – 600 X 250<br>SKY – 600 X 600<br>N – 728 X 315 | SWF*     | 100Kb     | <ul style="list-style-type: none"> <li>- Maximum 4 panels allowed.</li> <li>- Close button required.</li> <li>- Audio mute button required.</li> <li>- Audio must be user initiated by click. Muted by default.</li> <li>- 1 pixel grey border.</li> <li>- Expanded panel retract when user mouse off ad.</li> <li>- Panel Expansion Direction: Left/ Down</li> </ul> |
| Backup image       | Same as initial banner                               | JPG, GIF | 40Kb      |   |
| Video (Optional)** |  | FLV      | 1Mb       | <ul style="list-style-type: none"> <li>- Max video duration 30 seconds.</li> <li>- Replay allowed with user initiation.</li> <li>- Play, Stop and Mute buttons.</li> <li>- Video data rate: 300kbps approximately.</li> <li>- Audio: Mono 48kbps approximately.</li> <li>- Video Frame Rate: 25fps</li> </ul>   |

\* Support Flash version 10 and below. 18-24 frames per second.

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

\*\* Please refer to Media Agency if there are any videos on the banner.

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

**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.

## FLASH GUIDELINE

### ❶ SETUP SIZMEK WORKSHOP (*only install once*)

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

### ❷ Create new ad

- Open Sizmek Workshop in Flash. Select **Window > Other Panels > Sizmek Workshop**
- Create an ad using template.
- Select Expandable banner as Ad Format.


### ❸ EB code in Flash

- Leave the first frame BLANK. Include the following script:  
**EB.Init();**
- Apply this script to expand the panel from default banner:  
**EB.ExpandPanel("panel1","user");**
- Close the 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


### ❹ Best Practice

- Place the CLOSE button away from the mouse over button in default banner.
- CPU usage less than 50%.

5 Setup Video Player (if any)

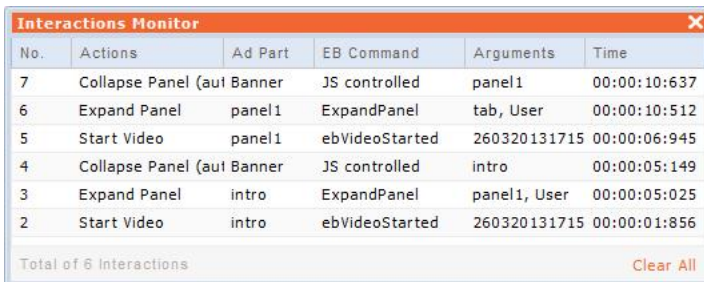
- Select  to add video as Additional Assets
- Drag and drop Sizmek Video Components: VideoLoader, PlayBtn, StopBtn, MuteBtn  
Click [here](#) to learn more
- Setup VideoLoader using Component Inspector.
- Additional Asset ID is 1 by default.

6 Setup ad

- Select  on Sizmek Workshop
- Select the file for default image (backup image)
- Select **Ad URLs & Interactions** 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 (aut 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 (aut 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


### ❶ Basic Introduction

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



### ❷ Set ad format

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

### ❸ 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.

### ❹ 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](mailto: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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