

# Sizmek<sup>TM</sup>

## Film Strip Build Guide

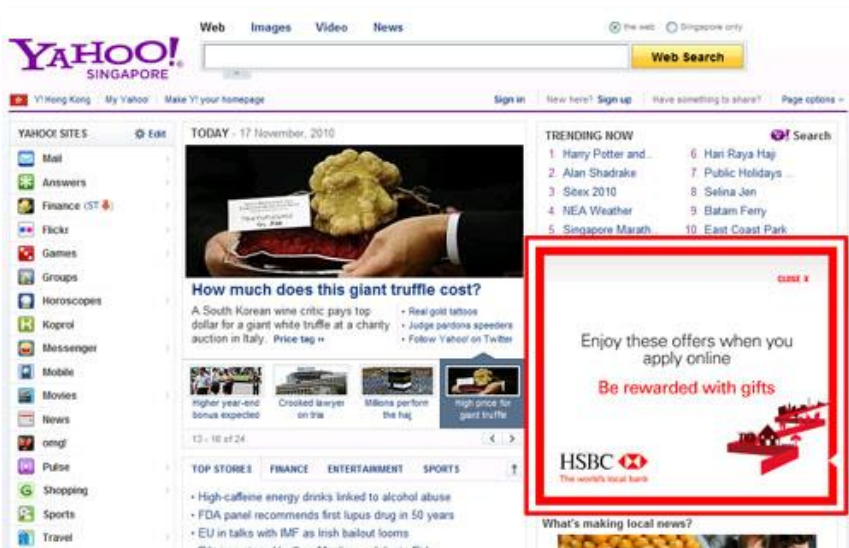
## OVERVIEW

### User experience

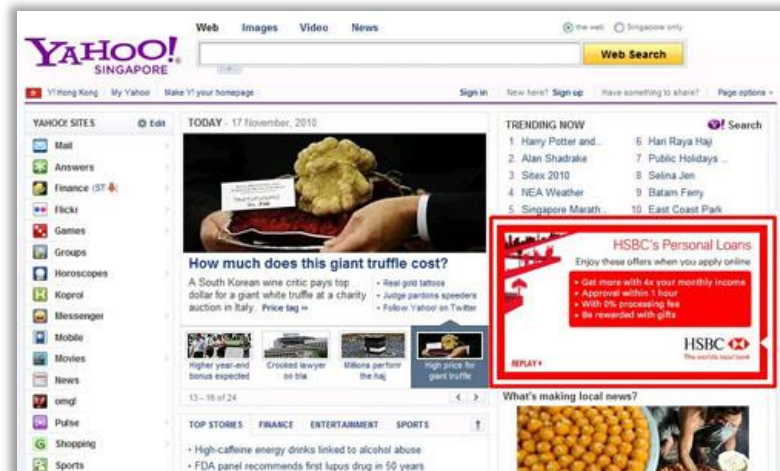
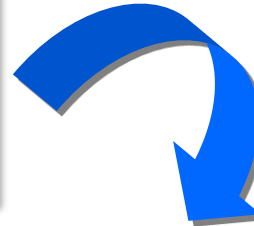
User visits a page scripted with the Film Strip. The initial experience will be the Film Strip immediately expanding downward. After a maximum 15 second period, the ad unit will contract to default dimension, with the content moving upward.

The auto initiated delivery of the expanded creative will be frequency capped to once per user per day. Subsequent impressions served will load as 300x250 (FPAD).

- ① Starts in an initial banner space.
- ② Initial banner immediately expand and push page content downward.
- ③ The Expanded Panel will automatically contract after a maximum 15 seconds OR upon user clicking the CLOSE button.
- ④ User may click on replay button to show Expanded Panel by pushing down the content again.



Expanded Panel  
(Auto expand on first impression)



Initial Banner

**Demo**

[Click to View](#)

**Templates**

[Click to Download](#)

**Tutorial**

[Creating PushDown Banner](#)

**Specification**

Creative Assets	Dimension (W x H)	Format	File size	Requirement
Initial Banner	300 X 250	SWF*	50Kb	<ul style="list-style-type: none"> <li>- Audio must be user initiated. Mute by default.</li> <li>- Unlimited looping animation within 15 seconds.</li> <li>- Replay button required.</li> <li>- Blinking animation and related is not allowed.</li> <li>- 1 pixel grey border.</li> </ul>
Expanded Panel	300 X 600(up to 4 panels)	SWF*	100Kb	<ul style="list-style-type: none"> <li>- Close button required.</li> <li>- Audio mute button required.</li> <li>- Audio must be user initiated by click. Mute by default.</li> <li>- 1 pixel grey border</li> <li>- Auto collapse after a maximum 15 seconds for auto initiated expanded panel.</li> <li>- Collapse upon user clicking on close button.</li> </ul>
Backup image	Same as default banner	JPG, GIF	40Kb	
Video (Optional)		FLV	2.2Mb**	<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> <li>- Format: True Streaming / Progressive download</li> </ul>

\* Support Flash version 8 and below. Max 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/lrecfilmstrip>

**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 new 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 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


**4 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.

**5 Best Practice**

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

**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
- Select **Panels** to check on **Panel Pushes the Page**
- Also set the Panel to **NEVER** auto retract.



- Position the panel to appear on the correct coordinate relative to the banner.  
eg: Expand to the downward, Y=0, X=0

**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.

## ③ 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](#)

### ② Set ad format

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

### ③ Set Frequency Cap

- Select **Manage > Ad**
- Select the ad and click on **Edit** button
- Under the Panel List, set the frequency to;


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

### ④ 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.

## 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

### 1 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.)

### 2 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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