Sizmek™

Polite Banner

Build Guide

YAHOO!
POLITE BANNER

Sizmek™

OVERVIEW

User experience

In-page (non-expanding) rich media ads are offered to Yahoo! advertisers via Sizmek which enable advertisers to reach audiences with unrivalled interactivity and engagement, 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!

Demo
[Nike Weather Forecast](#)

Templates

[Polite Banner (AS 2.0/3.0)](#)
[Polite Banner with Video (AS 2.0/3.0)](#)

Tutorial
[Creating Polite Banner](#)

YAHOO!
POLITE BANNER

Sizmek™

Specification

Creative Assets	Dimension (W x H)	Format	File size	Requirement
Initial Banner	LREC – 300 X 250	SWF*	50KB	- Audio must be user initiated. Muted by default. - Unlimited looping animation within 15 seconds. - Blinking animation and related is not allowed. - 1 pixel grey border - Video / Audio duration: 30 seconds
Rich Banner	LREC – 300 X 250	SWF*	100KB	- Audio mute button required - Audio must be user initiated by click. Muted by default. - 1 pixel grey border - Video / Audio duration: 30 seconds
Backup image	Same as initial 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

* Support Flash version 10 and below. Max 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/inbannersteaming

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 Polite banner as Ad Format.

❸ EB code in Flash

- Leave the first frame BLANK. Include the following script:
  EB.Init();

- 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
- Create initial banner as Preloader.
- CPU usage less than 50%.

❺ Setup Video Player *(if any)*

- Select ![+▾] to add video as Additional Assets.
- Drag and drop Sizmek Video Components: VideoLoader, PlayBtn, StopBtn, MuteBtn Click <u>here</u> to learn more.
- Setup VideoLoader using Component Inspector.
- Additional Asset ID is 1 by default.

❻ Setup ad

- Select ![icon] 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

❼ Testing & Upload

- Preview the ad. Click here to learn more.
- Test the ad using **Interactions Monitor** in Preview Window.
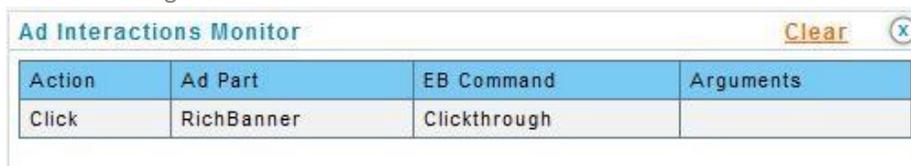
Ad Interactions Monitor		Clear	⊗
Action	Ad Part	EB Command	Arguments
Click	RichBanner	Clickthrough	

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

❽ 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.

YAHOO!
POLITE BANNER

Sizmek™

CREATIVE SUBMISSION TO SIZMEK MDX PLATFORM

❶ Basic Introduction

- <u>Overview of Sizmek MDX Platform</u>
- <u>Edit an Ad</u>
- <u>Setup for Custom Click Through (if any)</u>

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

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

❸ 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 <u>here</u> to learn more about attaching ad to placement.
  Note: Publisher and Campaign Trafficker can only preview ad attached to the placement.
- 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.**