# Sizmek™

Pushdown Banner

Build Guide

OVERVIEW

User experience

User visits a page scripted with the Pushdown Ad. The initial experience will be the pushdown ribbon immediately expanding downward. After the 8 second period, the ad unit will contract into the ribbon, with the content moving upward with the creative contraction.

The auto initiated delivery of the expanded creative will be frequency capped to once per user per day. Impressions served beyond that cap will load as the ribbon unit (contracted ad) and require Mouse Over/Hover Hotspot initiation for expansion.

❶ Starts in an initial banner space.
❷ Initial banner immediately expand and push page content downward.
❸ The Auto Expanded Panel will automatically contract after 8 seconds OR upon user clicking the CLOSE button whichever is earlier.
❹ User may click on Initial Banner to show Expanded Panel by push down the content again.

Initial banner

Expanded Panel

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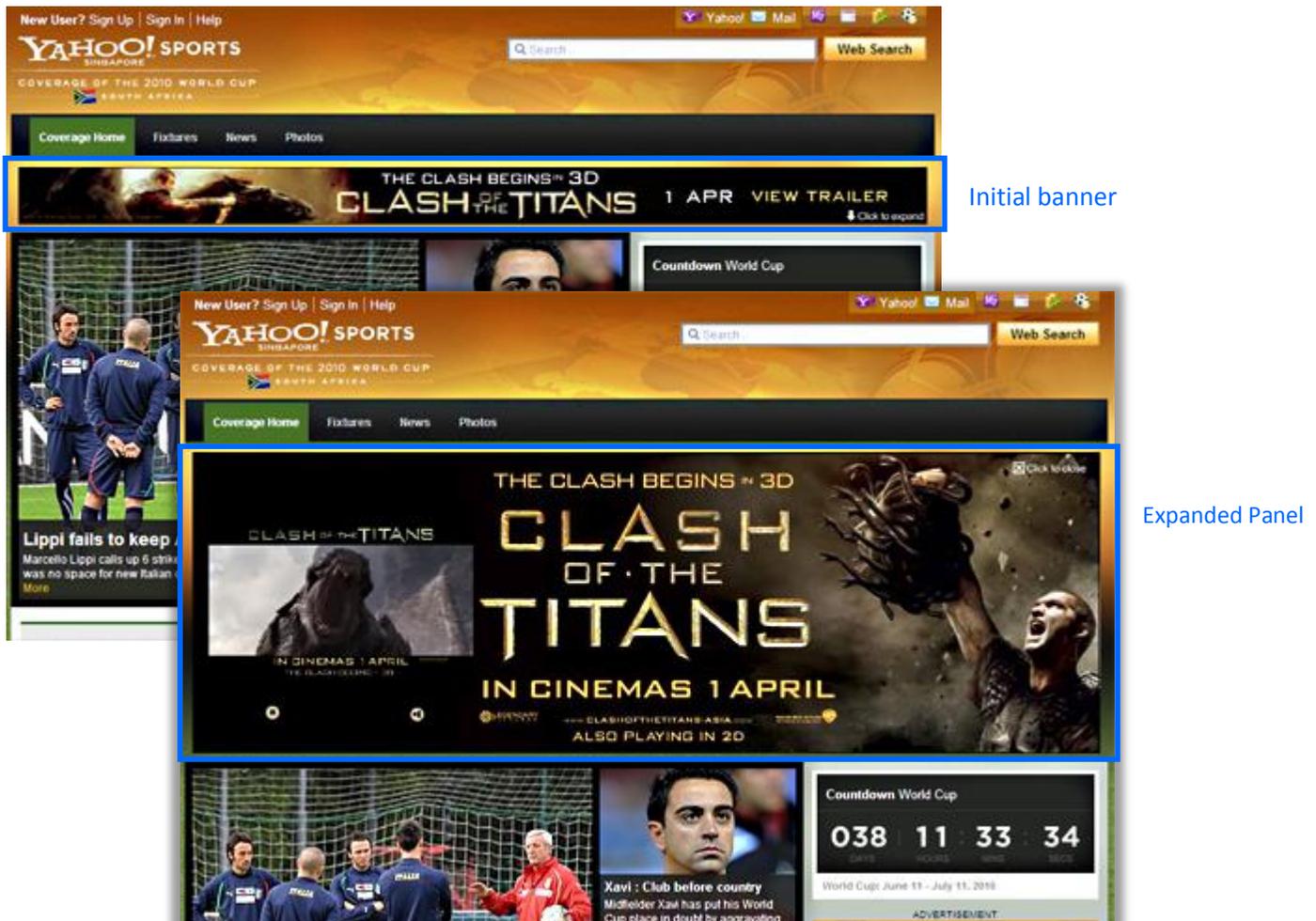
Demo
Click to view

Templates
Click to download

Tutorial
Creating PushDown Banner

Specification

Creative Assets	Dimension (W x H)	Format	File size	Requirement
Initial Banner	N – 728 X 90	SWF*	50Kb	- Audio must be user initiated. Mute by default. - Unlimited looping animation within 15 seconds. - Expand on mouse click. - Blinking animation and related is not allowed. - 1 pixel grey border
Expanded panel	N – 728 X 315	SWF*	100Kb	- Close button required. - Audio mute button required. - Audio must be user initiated by click. Mute by default. - 1 pixel grey border - Expanded panel collapse upon user clicking on close button.
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 - Frame Rate: 25fps

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

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

* ***Some Channels or Markets may not allow Auto Initiated experiences. Please confirm site allowances for each placement.*** Please refer to Media Agency if there are any videos on the banner.

Yahoo! ad spec: http://sea.adspecs.yahoo.com/adformats/richmedia/728x90pushdownn

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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 Pushdown 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

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❹ Setup Video Player *(if any)*

- Select ⊞▴ to add video as Additional Assets
- Drag and drop Sizmek Video Components: VideoLoader, PlayBtn, StopBtn, MuteBtn
- Setup VideoLoader using Component Inspector.
- Additional Asset ID is 1 by default.

❺ Auto close settings *(optional)*
Set up the expanded panel to automatically close the push down panel after the video is finished.

- Selecting '**Custom**' in the video component inspector "**Events**" to "**on movie end**" option.
- Add the following script to the "OnMovieEnd" function on frame 1 of the Sizmek layer in the video event handlers:

    function _videoLoaderInst_OnMovieEnd(){

    EB.CollapsePanel("panel1");

    }

❻ Best Practice

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

❼ Setup ad

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

Panel Pushes the Page	Auto Retract When
✓	Never

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

❽ Testing & Upload

- Preview the ad and test the ad using Interactions Monitor.
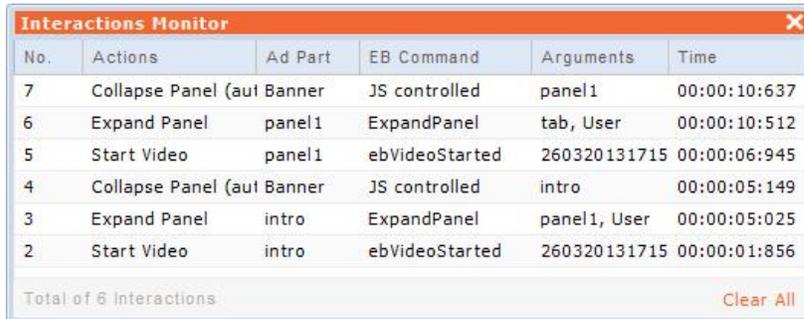
No.	Actions	Ad Part	EB Command	Arguments	Time
	Interactions Monitor				✕
7	Collapse Panel (aut	Banner	JS controlled	panel1	00:00:10:637
6	Expand Panel	panel1	ExpandPanel	tab, User	00:00:10:512
5	Start Video	panel1	ebVideoStarted	260320131715	00:00:06:945
4	Collapse Panel (aut	Banner	JS controlled	intro	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.

❾ 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

❷ Set ad format
- Select **Manage > Ad > Edit Ad**
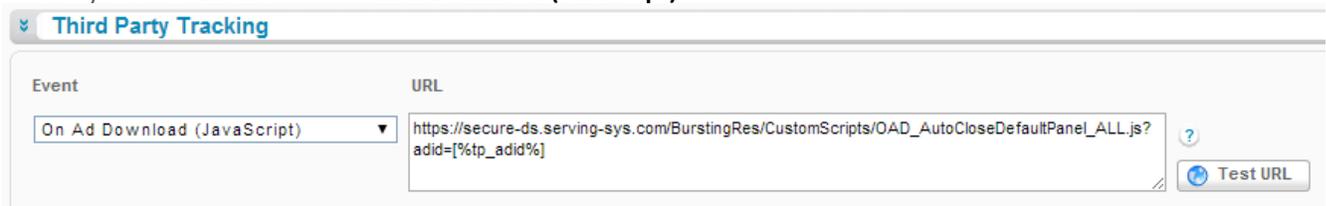- Change Ad Format to **Pushdown Banner**

❸ PushDown Custom Script

To add the 8 seconds auto panel collapsing functionality*, add a URL to the ad's tracking settings as follows:

- From the main menu in the Sizmek MDX Platform, select **Creative > Ads**.
- Select and double-click your ad, and click on the **Interactions & 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_AutoCloseDefaultPanel_ALL.js?adid=[%tp_adid%]

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

- *If using video in your ad that plays for more than 8 seconds do not use this setting, as it will not allow full playback of the video. The Sizmek video components can be set to trigger events on the end of video playback. Details on page 4*

❹ 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.

❺ 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.**