



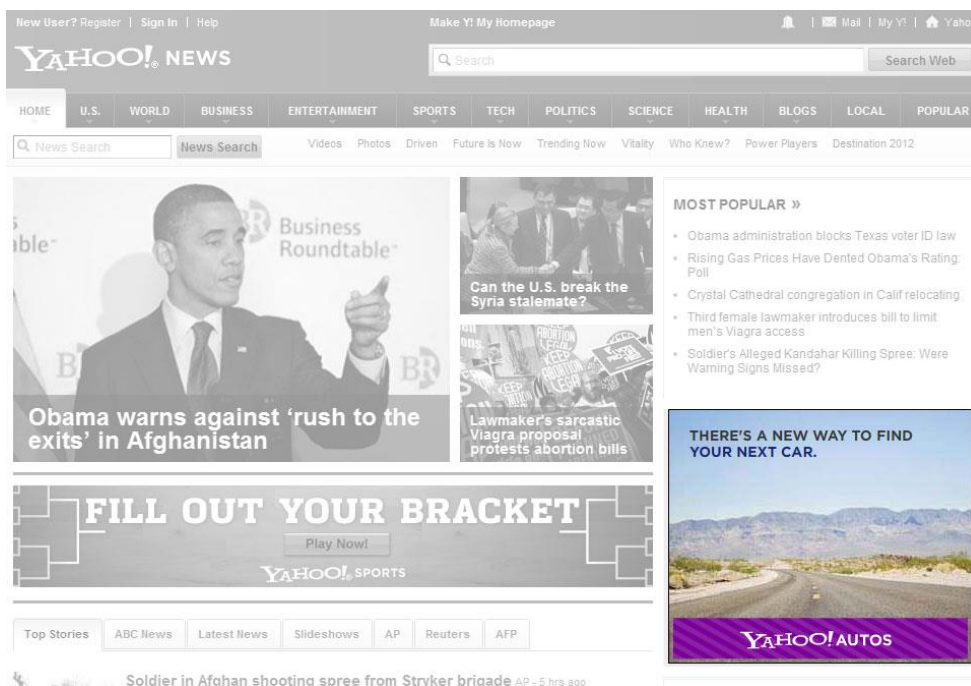
Standard Banner - Y! AD NETWORK
Build Guide

OVERVIEW

User experience

Standard banners served with click through ability. No other user interactions. The Enhanced Standard Banner will support multiple click through. An Enhanced Standard banner never leaves or expands out of the banner space that it is served into.

- ❶ Starts in a banner space.
- ❷ User click on banner to redirect to target URL.



Demo

[Click to view](#)

Templates

[Click to download](#)

Tutorial

[Creating Standard Banner](#)

[Mass Creation of Standard Banner](#)

Specification

Creative Assets	Dimension (W x H)	Format	File size	Requirement
MREC	300 X 250	SWF*	50Kb	- Unlimited looping animation within 15 seconds
N	728 X 90			- 1 pixel grey border is a MUST
SKY	160 X 600			- Replay button is recommended
MON	300 X 600			
HB	234 X 60			
NP1	300 X 100			
Backup image	Same as default banner	JPG, GIF	40Kb	

- * 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 with publisher.
- * Minimum 4 of the 6 creative sizes must be provided (LREC, N, SKY, HB, MON, REC).
- * Each size can have a maximum of 3 versions.

Yahoo! ad spec: <http://sea.adspecs.yahoo.com/pages/rightmedia>

IMPORTANT!

- Adbanners in Rich Media ad format, including in-banner video, data feed, and form based banner, will not be allowed.
- If the banner contains any promotion related ad, please put "Terms and Conditions apply" on the banner.
- Telephone number on the ad is not allowed for CPC buys.
- Social Media landing page is allowed, as long as it's a public page (no sign in required to see the content of the page) – however ads that contain platform functionality (e.g. Like Button, Share Button etc.) will be prohibited.
- If the banner contains lucky draw / contest / sweepstakes, etc.
Please submit us the campaign mechanic, as well as terms and conditions of the campaign, and the relevant permit.
*e.g.: CID permit, for our legal review. please put "Terms and Conditions apply" on the banner too
- Avoid the word "win" please use "get a chance to win" instead.
- Logo of the advertiser must be present on the banner, especially on the last frame.
- Call to action message e.g. "Click here" must be included in the banner.
- Please provide translation for all non-English banners.
- Landing page should be live upon submission.

SUBMISSION

Submit 3 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 GUIDELINES

1 Setup Sizmek Workshop *(only install once)*

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


2 Create new ad

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

3 EB code in Flash

- Leave the first frame BLANK. Include the following script:
EBStd.Init();
- Click Through and redirect user to ad URL:
EBStd.Clickthrough();

4 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>

5 Testing & Upload

- Preview the ad and test the ad using Interactions Monitor.

No.	Actions	Ad Part	EB Command	Arguments	Time
1	Click	Banner	Clickthrough		N/A

Total of 1 Interactions Clear All

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

6 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](#)
- [Edit Custom Click Through \(If any. Only for Enhanced Standard Banner\)](#)

2 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

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.**

Notice : The information contained in this document is proprietary and confidential to Sizmek and/or any of its affiliated companies (Sizmek). Disclosure, copying, reproduction, storing or any use of this document or any part thereof without the express prior, written consent of Sizmek or its authorized representatives is strictly prohibited. The information furnished in this document is believed to be accurate and reliable. However no responsibility is assumed by Sizmek for the use of this information. Sizmek reserves the right to make changes to the information included in this document at any time and without notice.