Sizmek™

Wallpaper
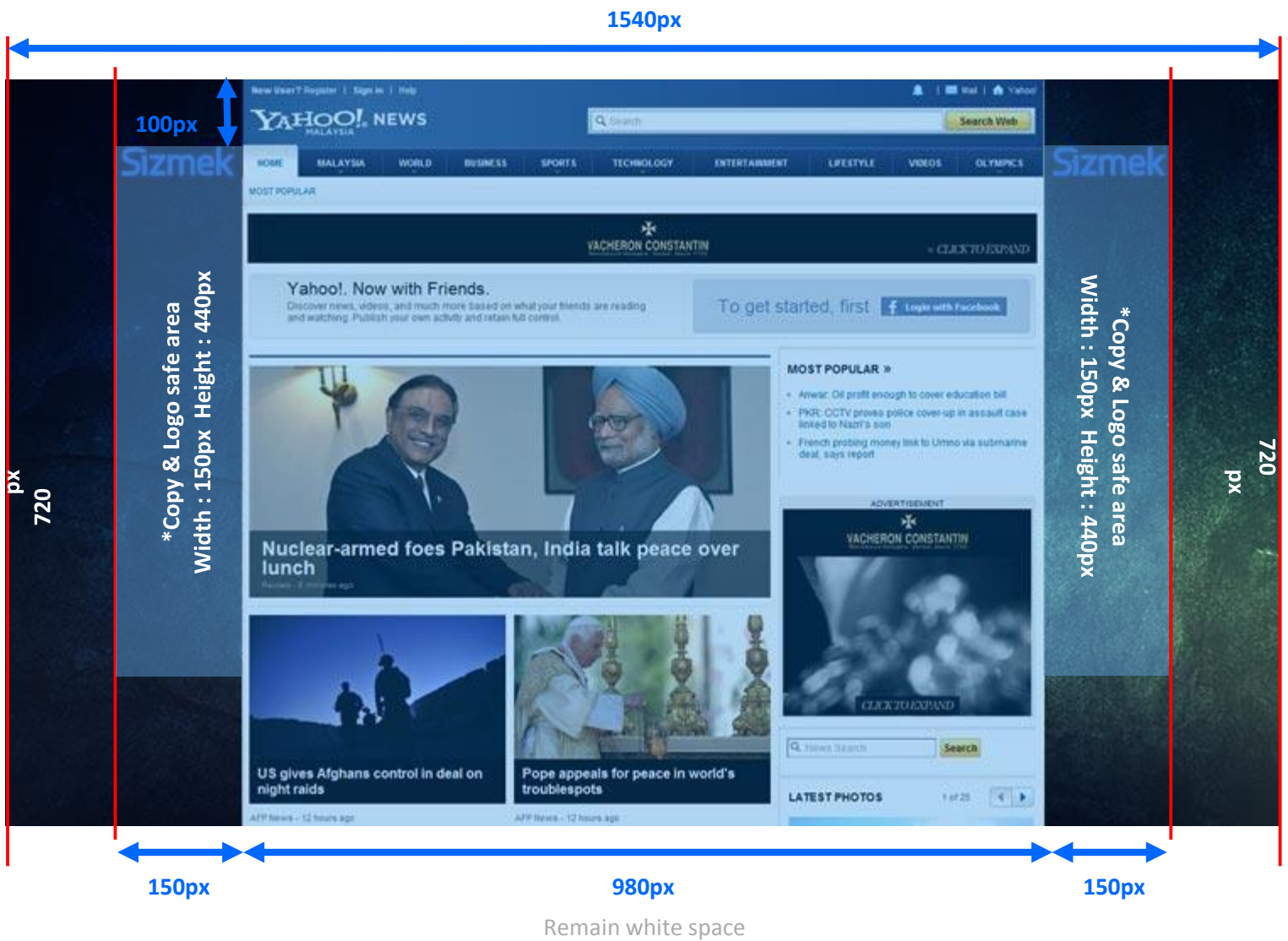
Build Guide

OVERVIEW

User experience

A wallpaper ad consists of a static GIF/JPG that replaces the Yahoo! page background. The image can the tiled if desired. No interaction on wallpaper.

❶ Wallpaper serve as background image in Yahoo!
❷ Position of the wallpaper remains regardless of horizontal / vertical scrolling.

1540px

100px

720 px

*Copy & Logo safe area
Width : 150px Height : 440px

*Copy & Logo safe area
Width : 150px Height : 440px

720 px

150px   980px   150px

Remain white space

Sizmek™

Template

[Click here to download](#)

Tutorial

[Creating Wallpaper Ad](#)

Specification

Creative Assets	Dimension (W x H)	Format	File size	Requirement
Wallpaper	Movie – 1540 X 1300 Games/News/Travel/Entertainment – 1540 X 1300 *Note :* *Min Width : 1280px* *Max Width : 1540px* *Min Height : 1024px* *Max Height : 1300px*	JPG, GIF	100KB	- Fit content within safe area of 150px width & 720px height on both sides. *(refer to diagram above)* - Wallpaper should include 980px white space in the middle for the content. - Logo should not be in line with the Yahoo logo on the page *([Click here for layout guidelines](#))*

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

Yahoo! ad spec: http://sea.adspecs.yahoo.com/adformats/units/wallpaper

SUBMISSION

Submit 7 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.

CREATIVE SUBMISSION TO SIZMEK MDX PLATFORM

❶ Basic Introduction

- [Overview of Sizmek MDX Platform](#)
- [Edit an Ad](#)

❷ Create a New Ad

- Upload Wallpaper and Reminder into **Creative Assets**
- Select **Manage > Ad**
- Click on ⊞ New ▾ , select **Wallpaper** as ad format
- Select Wallpaper and align to Top Center
- Check on **Ignore Scrolling**

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 here 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.

❹ 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.

❺ Custom Scripts

To add the Clickthrough/button functionality on the wallpaper, add a URL to the ad's tracking settings as follows:

- From the main menu in the Sizmek, select **Creative > Ads > Ads List**.
- Select and double-click your ad, and click on the **Interactions & Ad URLs** tab.
- In **Third Party Tracking** section, and in the **Event** field select **On Ad Download (Javascript)**, then enter the following URL (copy & paste as is):

https://secure-ds.serving-sys.com/BurstingRes/CustomScripts/clickableWP.js?adid=[%tp_adid%]&contentWidth=980&type=oob

Customizable Script parameters:

Content Width	Change only *"contentWidth:"(highlighted above)* according to the width of the page content. Example : **980px** *(Page Content width may be vary, kindly check with the publisher for accurate number.)*

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.**