Adform – Screening (750x200 + Wallpaper)

on (release) {
getURL(_root.clickTAG, "_blank");

PDF

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Screening (750x200 + Wallpaper)

The format consists of the following parts:

- 750 (w) x 200 (h) stage;
- Wallpaper image;
- Video (optional).

User Experience

A user opens the webpage and sees wallpaper and a 750x200 top banner. The top ad accommodates a link to the predefined landing page.

Creative assets

The following items are to be delivered by a creative agency:

- 750 (w) x 200 (h) swf file;
- 750 (w) x 200 (h) backup image file;
- Wallpaper image file;
- Optionally, if a creative includes video, follow the submission guidelines below.

Specs

- Clicking on the top ad or wallpaper navigates to a landing page URL in a new window.

Audio

- Available on user initiation only (click). Off by default.
- Audio mute button control required.
- All audio must be muted or paused on click-through.

Video

- Max video duration: 30 sec. Replay allowed with user initiation.
- Play/Pause and Mute/Unmute button controls required.
- Max weight: 2.2 MB.

Wallpaper

- Wallpapers must be in coherence with the 980x400 ad.
- Marked "progressive" when the picture is saved.
- Recommended file size up to: 150 kb.

Adform Creative Toolkit

It is highly recommended to use Adform Creative Toolkit extension for Flash to deliver banners fully compliant with the specs. Download the latest version of Adform Creative Toolkit here: http://creative.adform.com/support/documentation/build-flash-banners/adform-creative-toolkit/download-creative-toolkit/

The Creative Toolkit auto-implements the required Actionscript commands on the flash files. Once exported, the assets are ready to be uploaded to the Adform system.

Alternatively, if you prefer to create the ads without the Creative Toolkit, follow the instructions on Adform Test and Support Center: http://creative.adform.com/support/documentation/build-flash-banners/flash-banner-specifications/general-specifications/

Other

For any questions please contact traffic@adform.com