

Adform – Vertical Curtain Reveal (980x120 > 1600x1000)

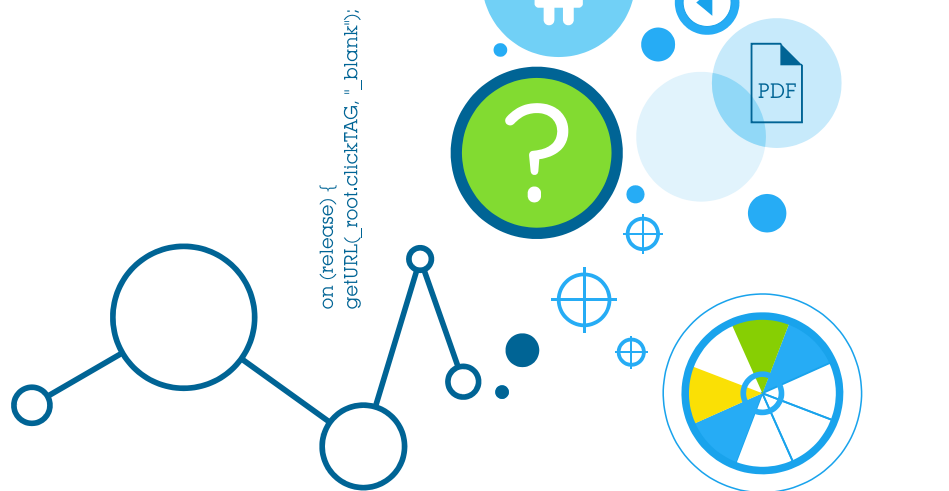


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Vertical Curtain Reveal (980x120 > 1600x1000)

The format consists of the following parts:

- 980 (w) x 120 (h) stage;
- Floating 1600 (w) x 1000 (h) stage consisting of:
 - 1280 (w) x 804 (h) “open curtains” flv file;
 - 1280 (w) x 804 (h) “close curtains” flv file;
 - 1600 (w) x 1000 (h) “curtains overlay” swf file;
- 1600 (w) x 1000 (h) background image;
- Video (optional).

User Experience

A user opens the webpage and sees a 980x120 banner. On click, a 1600x1000 floating stage with a curtain experience appears and enables the user to browse among sections, select video or other rich media content. The curtain comes down on “Close” button click. The floating stage accommodates a link to the predefined landing page.

Creative assets

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

- 980 (w) x 120 (h) swf file;
- 980 (w) x 120 (h) backup image file;
- Floating 1600 (w) x 1000 (h) swf file;
- 1280 (w) x 804 (h) “open curtains” flv file;
- 1280 (w) x 804 (h) “close curtains” flv file;
- 1600 (w) x 1000 (h) “curtains overlay” swf file;
- 1600 (w) x 1000 (h) background image (or as required);
- The exact URL of the website on which the format will run.
- Optionally, if the creative includes video, follow the submission guidelines below.

Specs

- Max Initial Download File Size: 40 KB.
- Max Additional Load: 2.2 MB.
- Click to call floating stage, “Close” button to collapse.
- Landing page URL opens in a new window.
- Animation allowed on both collapsed and floating parts.

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.

Adform Creative Toolkit

It is highly recommended to use Adform Creative Toolkit extension for Flash and the template to deliver ads 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.

Further information is available 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