

Adform – 3D Leaderboard (980x400 > 1400x650)



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3D Leaderboard (980x400 > 1400x650)

The format consists of the following parts:

- 1400 (w) x 650 (h) stage with 980 (w) x 400 (h) visible part;
- Four alternating panels;
- Video (optional).

User Experience

The first interactive panel of the ad is loaded on the initial visit. The 3D masthead automatically spins through all four panels and returns to the first one. The user can interact or view the panel as any standard 980x400 interactive placement by clicking on the predefined areas on the right and left sides that allow the user to move to the next or previous panel. On panel change, the ad expands to 1400x650 creating a 3D view. The ad accommodates links to predefined landing pages.

Creative assets

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

- 1400 (w) x 650 (h) swf file that includes four panels,
- 980 (w) x 400 (h) backup image file,
- Optionally, if the creative includes a video, follow the submission guidelines below.

Specs

- Max File Size: 80 kb.
- Landing page URL opens in a new window.

Audio

- Available on user initiation only (click). Off by default.
- Audio mute button or volume control required.
- Max duration: 30sec.
- Channels: Stereo.

Video

- Video duration: 30sec.
- Stop/Pause and Play button controls required. Other controls depend on modules used.
- No required minimum resolution.
- Recommended video bitrate is 400Kbps with 500Kbps user bandwidth filtering.
- Aspect ratio: 16:9.
- Max frame rate: 25fps.

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://test.adform.com/testpage/>

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://test.adform.com/testpage/banner-specifications/>

Other

For any questions please contact traffic@adform.com