

---

## 3D CUBE SPECIFICATIONS

### OVERVIEW

Unicast 3D Cube is an interactive 3D Ad format that seamlessly integrates multiple media types within a single ad unit to create a highly engaging user experience. The 3D Cube format contains an interactive, real-time 3D model of a Cube that can be textured with static images, animated flash elements and videos; all of which can be controlled via an intuitive interface. The real-time 3D Cube is delivered in Flash using the Papervision 3D Engine. Users who have Flash Player 9 or above installed will be able to view and fully interact with the 3D Cube.

### GENERAL SUBMISSION GUIDELINES:

#### Creation:

- The ad should be designed according to the creative asset specifications listed below. (These are suggested guidelines. The Publisher specifications will dictate the format, size, dimensions, functionality, etc.)
- All questions pertaining to the 3D Cube units unit may be directed to [clientservices@unicast.com](mailto:clientservices@unicast.com) with a copy sent to [creative@unicast.com](mailto:creative@unicast.com)

#### Work Order:

A Unicast Work order should be filled out to provide Unicast with the proper flight information for each campaign. **Details include: agency, advertiser, campaign name, site name, placement name, creative name, ad format, ad type, ad size, start date, end date, impression goal, and flight end priority.**

To request a copy of or to submit completed Work Orders, please contact [clientservices@unicast.com](mailto:clientservices@unicast.com) with a copy sent to [creative@unicast.com](mailto:creative@unicast.com)

Once received, a Unicast Client Service Representative will follow up to provide the IO or, if necessary, to schedule a kick-off call to review all of the campaign details.

### TRACKING:

- Please submit all applicable click-through URLs & 3rd party tracking tags you would like to implement in the Ad. (This information should be added to the Work Order)
- Please include any specific elements/ naming conventions you would like to appear in reporting, e.g., Click\_Logo, Click\_Main\_Banner, etc.

### Lead Time

Please submit all creative design and video assets 10 business days prior to the expected launch date (this includes Publisher QA time of 5 business days).

### **CREATIVE ASSET CHECKLIST:**

Advertisers must provide all of the following design assets used to develop the advertisement:

1. Main Banner - Flash
2. Expandable 3D Cube - Flash
  - a. Six Faces
  - b. Video File(s)
  - c. Texture (optional)
3. Main Banner - Alt Image
4. Fonts
5. Tracking Information

### **CREATIVE ASSET SPECIFICATIONS:**

#### **1) Main Banner Flash:**

- Description: In-banner Flash asset with call to action to expand 3D Cube
- Format: Flash 9, Action Script 3.0
- Dimension: Varies according to publisher. All standard sizes are supported.
  - Horizontals (728x90, 468x60, 750x100, 745x90, etc)
  - Med Recs (300x250, 336x280, 180x150, 250x250, etc.)
  - Skyscrapers (120x600, 160x600, 125x600, etc)
- File size: Varies according to publisher, generally 30-50K
- Expansion: Must contain a clearly defined hot-spot with call-to-action message  
Hot spot cannot exceed one-third (33%) of the total pixels of the banner size

#### **2) Expandable 3D Cube Flash:**

- Description: Expanded panel that houses the Papervision 3D Cube and User Interface
- Format: Flash 9, Action Script 3.0 enabled
- Dimension: 500x440
- Close Button: The ad must contain a clearly defined close button.
- Video Controls: May contain the following video controls:
  - Play / Pause Toggle
  - Sound on / Sound off Toggle
  - Selection Menu
    - Should list the corresponding content on the side of each face
  - Interactive 3D controls, which consist of:
    - Rotate left, right, up and down
    - Reset button
    - Rewind button (optional)
    - Full Screen button (optional)

## 2A) Expandable 3D Cube - Faces:

- Description: 1 - 6 files that appear on each side of the 3D Cube.  
If desired, the same image can be applied to multiple faces
- Format: Static Images (.GIF or .JPEG) OR Flash 9, Action Script 3.0 enabled
- Dimension: Maintain aspect ratio of 1:1 ranging from 256x256 up to 512x512  
Textures composed of vector graphics can be created at 256x256. If file size permits, bitmap images look better at 512x512, especially when stretched in full screen.

## 2B) Expandable 3D Cube - Video File(s)

- Description: Supports from one (1) to six (6) videos. One on each side of the 3D Cube
- Editing: Since the Cube faces have an aspect ratio of 1:1, advertisers should specify whether the video should be letterboxed inside the Cube face or cropped to fit the Cube face
- Advertisers have the option of delivering video asset(s) in two formats; digital or hard copy. Digital Video assets can be submitted to our FTP site along with creative design assets. All tapes that need to be digitized for online use can be delivered to the address listed below under the section labeled Video Asset Submission Guidelines.
  - Hard copy: DigiBeta preferred; Beta or BetaSP accepted
  - Digital: 640x480 un-compressed, deinterlaced .AVI file; .wmv, .mov, mpeg also accepted
- Note: If the submitted format is not an uncompressed .AVI or .MOV or Beta/Beta SP tape that is NTSC formatted, the quality of the video may be slightly compromised due to the compressed nature of the source. If your format is encoded digitally, please contact [creative@unicast.com](mailto:creative@unicast.com) for alternative options.

## 2C) Expandable 3D Cube - Texture:

- Description: Optional texture which is mapped along the frame of the 3D Cube
- Format: GIF or .JPEG or .PSD, should be a generic repeating pattern.
- Dimension: Maintain aspect ratio of 1:1 ranging from 256x256 up to 512x512

## 3) Alternate Image

- Format: .GIF or .JPEG or .PSD
- Dimension: Must be the same size as the main banner
- File size: Varies according to publisher, generally 30K

#### 4) Fonts

- PC fonts should be sent as a .ZIP file
- MAC fonts should be sent as a .SIT file

#### 5) Tracking Information

- Click-Through URL(s)
- 3rd-Party Tracking tags (optional)
- 3rd Party Impression and Click tracking is supported
- Research Tags

#### DESIGN ASSET SUBMISSION GUIDELINES:

All creative design assets can be submitted to the Unicast FTP site.

**IMPORTANT:** When you have completed uploading the file(s), please send an email notification to [clientservices@unicast.com](mailto:clientservices@unicast.com) and [creative@unicast.com](mailto:creative@unicast.com) with the name and directory of the file(s) to download.

#### FTP Upload For Digital Assets:

FTP: <ftp://ftp.unicast.com/>

Username: creative\_drop1

Password: nonplussed

Directory: please create a new folder and name appropriately

#### VIDEO ASSET SUBMISSION GUIDELINES:

All digital video or tapes can be delivered using the information listed below:

1. Ship Tapes to address listed below
  - Clearly identify the starting and end time codes for the video(s) that need to be converted.
  - If you would like your tape returned, please include a message with your account number.

Metro Encoding, Inc  
Attn: Unicast Project  
4425 Riverside Dr., Suite 202  
Burbank, CA 91505  
Phone Number: (818) 558-7800

2. For Digital Asset FTP Upload
  - Please refer to the FTP instructions listed above to transfer your video asset(s).
  - When you have completed uploading the file(s), please send an email notification to [clientservices@unicast.com](mailto:clientservices@unicast.com) and [creative@unicast.com](mailto:creative@unicast.com) with the name and directory of the file(s) to download.