

CONTENT BROWSE PRODUCT SPECIFICATIONS

OVERVIEW

The Content Browse product is a Rich Media Ad format which is designed to deliver an Advertisement as users navigate past the 5th photo in the Gallery. Upon selecting the Next button, the 300x250 ad collapses and an Over the Page ad takes over the photo gallery viewer. Upon selecting the More Photos button, the user will be redirected to the next photo in the gallery.

GENERAL SUBMISSION GUIDELINES

Creation

- The ad should be designed according to the creative asset specifications listed below.
- All questions pertaining to the Content Browse product may be directed to partnersales@unicast.com with a copy sent to clientservices@unicast.com and creative@unicast.com

Insertion Order

- A Unicast Insertion 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 with a copy sent to 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 and 3rd party tracking you wish to be implemented in the creative (this information should be added to the work order)

Lead Time

Please submit all creative design and video assets 10 business days prior to the expected launch date (this includes QA time of 5 business days, but does not count Publisher QA time)

CREATIVE ASSET SPECIFICATIONS:

Agencies must provide all of the following design assets used to develop the advertisements:

- 300x250 Banner Flash
- 630x300 Interstitial Flash
- Video (if applicable – see accepted formats and delivery options below)
- Fonts

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- Tracking Information
 - Click through, Event tracking, 3rd Party Impression/Clicks, Research Study Code, etc.

Each of the design assets listed above must adhere to the following detailed specifications:

1) **BANNER FLASH**

Dimension: 300x250

Format: Source FLA, Exported SWF (Flash 8, Action Script 2.0 enabled)

File size: 50k

Duration: All animation must cease after 30 seconds

Video: If the Ad contains video, the following video controls should be included:

- Play / Pause
- Audio On / Off
- Optional: Replay, Rewind, Stop

2) **INTERSTITIAL FLASH**

Dimension: 630x300 or smaller – If the asset provided is smaller, it will automatically be centered

Format: Source FLA, Exported SWF (Flash 8, Action Script 2.0 enabled)

File size: 100k

Duration: All animation must cease after 30 seconds.

Video: If the Ad contains video, the following video controls should be included:

- Play / Pause
- Audio On / Off
- Optional: Replay, Rewind, Stop

3) **VIDEO ASSET (OPTIONAL)**

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 can be delivered to the address listed below so they can be digitized for online use. Please refer to the Video Asset Submission Guidelines below.

- 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 be sure that the file is encoded at the same size or larger than the designed video window.

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, partnersales@unicast.com and 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:

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

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 creative@unicast.com with the name and directory of the file(s) to download.

PRODUCTION COSTS:

Production costs will not be applied when all assets have been programmed to function as desired. Additional costs will be applied for customization of ad units or when Unicast design services are requested. For a creative quote, please contact Unicast at partnersales@unicast.com with a copy sent to clientservices@unicast.com