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## UNICAST EXPANDABLE AD SPECIFICATIONS

### OVERVIEW

Unicast Expanding ads let you deliver a big impact within a pre-specified ad placement. With expanding ads you can offer far more information and interactivity than you can in a typical in-page unit, while giving your audience control over their experience to minimize the "annoyance factor". Advertisers may also include video in addition to many rich media features to increase the effectiveness of the ad.

### 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 In-Page Expandable units 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 and 3rd party tracking you wish to be implemented in the creative (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 QA time of 5 business days)

### IN-PAGE CREATIVE ASSET SPECIFICATIONS:

The Unicast In-Page Expandable Video unit should consist of the following components:

- Main Banner (Source .FLA file / Exported .SWF file)

- Expand Banner (Source .FLA file / Exported .SWF file)
- Video file
- Alternate Image (.GIF or JPEG)
- Fonts
- Tracking Information

#### **Main Banner:**

- Format: Flash 8 .SWF file
- Dimension: Varies according to publisher
  - Horizontals (728x90, 468x60, 750x100, 745x90, etc)
  - Rectangles (300x250, 336x280, 180x150, 250x250, etc.)
  - Skyscrapers (120x600, 160x600, 125x600, etc)
- File size: Varies according to publisher
- Expansion: Must contain a clearly defined hot-spot with call-to-action causing panel to display  
Hot spot cannot exceed one-third (33%) of the total pixels of the banner size

#### **Expand Banner:**

- Format: Flash 8 .SWF file
- Dimension: Varies according to publisher (see below for standard sizes)
  - Horizontal Banners: The panel may not extend more than 225 pixels beyond the top/bottom edge of banner. The width of the panel may not exceed the width of the banner. The panel may not expand horizontally.
  - Rectangle Banners: The panel may not extend more than 200 pixels beyond the left/right edges of the main creative and 50 pixels beyond the top/bottom edges of the creative.
  - Skyscrapers: The maximum size of the panel is 336x280.
- File size: Varies according to publisher
- Close Button: Panel banner must contain a clearly defined close button
- Load Video: Must contain a placeholder movie clip which loads the external "Video file" (.FLV)
- Video Controls: Must contain the following video controls:
  - All Video controls must be unique buttons in order for tracking tags to be inserted
  - Play / Pause Toggle
  - Sound on / Sound off Toggle
  - Replay button (optional)

#### **Video File:**

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.

#### **Alternate Image**

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

#### **Fonts**

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

#### **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:

#### **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 [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.