

UNICAST FLOATING AD SPECIFICATIONS

OVERVIEW

Unicast floating ads enable advertisers to deliver a big impact by breaking through website clutter and grabbing user's attention. 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 with a copy sent to 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 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)

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)

FLOATING AD CREATIVE ASSET SPECIFICATIONS:

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

1. Floating Flash
2. Video File (Optional)
3. Fonts
4. Tracking Information

Floating Flash File:

- Format: Flash 8, Action Script 2 enabled
- 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
- Duration: Varies according to publisher

The Floating units will time out after a publisher-defined length. If the user interacts with the ad, the time out will be cancelled and the user would need to close the unit via the designed code button. This ad can be onEntry or onExit, but this is largely determined by the publishers' specifications.

- Close Button: Floating unit must contain a clearly defined close button in the upper right corner
- Load Video: Must contain a placeholder movie clip which loads the external "Video file" (.FLV)
- Note: All video delivery will be managed by the Unicast Video Component
- 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 (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 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 for alternative options.

Fonts

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

Tracking Information

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

CREATIVE 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 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:

- 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.

Ship tapes to the address below:

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