

UNICAST IN-PAGE SPECIFICATIONS

OVERVIEW

Unicast In-Page ads are Flash ads that appear in a fixed size placement on a web page. Our In-Page ads let you create standard Flash banners of any dimension and may contain 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)

IN-PAGE CREATIVE ASSET SPECIFICATIONS:

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

1. Main Banner (Source .FLA file / Exported .SWF file)
2. Alternate Image (.GIF or JPEG)

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- 3. Fonts
 - 4. 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

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 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.