

INSTANT MESSENGER AD SPECIFICATIONS

OVERVIEW

Instant Messenger is a Rich Media expandable ad unit that delivers a 15 or 30 second host-initiated Video, Flash® animation, HTML, DHTML, etc. On Rollover of the fixed-size ad placement on Messenger banner, a 300x250 Video panel expands. On Rollout of the 300x250 Video panel, the ad retracts back to the original size within the banner. The Video can be replayed by the end-user and is clickable throughout the duration of the ad. Click to Full Screen functionality is available to users with proper hardware acceleration. Email video to friend functionality may also be added at the advertiser's discretion.



DESIGN ASSET SUBMISSION GUIDELINES:

Creation:

- The ad should be designed according to the creative asset specifications listed below. All questions pertaining to the Unicast Pushdown unit may be directed to Unicast Sales at: (212) 201-0800 or clientservices@unicast.com; sales@unicast.com with a copy sent to creative@unicast.com

Format

- Agencies must provide all of the following design assets used to develop the advertisements:
 - Source .FLA file (Flash 8 with Action Script 2.0 enabled)
 - Exported .SWF file
 - Video (if applicable – see accepted formats and delivery options below)

Fonts

- MAC fonts should be sent as a .SIT file

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Tracking

Please submit all applicable click-through URLs and 3rd party tracking you wish to be implemented in the creative

Lead Time

Please submit all creative designs and video assets 10 business days prior to expected launch date (this includes Yahoo! QA time of 5 business days)

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

CREATIVE ASSET SPECIFICATIONS:

1) Video Asset

Agencies 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: 300x250 un-compressed, deinterlaced .AVI file; .wmv, .mov, mpeg also accepted

Note: If the submitted format is not an uncompressed .AVI or Beta/Beta SP tape that is NTSC formatted, the quality of the may be 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.

2) In-Page Banner unit

Description: In-Banner Flash / Video ad

Dimension: Varies with publisher

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

File size: 20k

- Animation: Maximum allowed animation time: 15 sec
- Expansion: Must contain a clearly defined “rollover to expand” and “click to expand” hotspots. First impression allows rollover to expand; all subsequent impressions require a click.
- Controls: If the unit contains video, the following video controls must be included:
- Play / Pause
 - Audio On / Off
 - Optional: Rewind, Stop

3) **300x 250 units**

- Description: Expanded Banner Flash / Video ad
- Dimension: 300x250
- Format: Source FLA, Exported SWF (Flash 8, Action Script 2.0 enabled)
- File size: 60k
- Animation: Maximum allowed animation time: 15 seconds for flash, 30 seconds for Video
- Close Button: Must contain a clearly defined close button in the top right corner of the creative.

Ad will collapse on mouse out of the 300x250; this will be handled by Unicast so no additional coding is necessary within the FLA.

- Controls: If the 300x250 unit contains video, the following video controls must be included:
- Play / Pause
 - Audio On / Off
 - Optional: Rewind, Stop

4) **Alternate Image**

- Description: The Alternate Image is delivered when the user does not meet the minimum system requirements or when the campaign impression cap or end date has been reached
- Dimension: 234x60
- Format: .JPG / .GIF or .PSD
- File Size: 20k
- Animation: Maximum allowed animation time: 15 sec

5) **Click-Through URL**

6) **3rd-Party Tracking Tags (optional)**

3rd Party Impression and Click tracking is supported.

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 address listed 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 an email notification to clientservices@unicast.com and creative@unicast.com with the name and directory of the file(s) to download.

FINAL HANDOFF

As a reminder, all Design Assets and Click-Through URLs/Tracking Tags can be emailed to clientservices@unicast.com

Note: *Please use a properly named Subject line when submitting assets or notifying Unicast (e.g. CLIENT NAME – Image Files)*

PRODUCTION COSTS:

No production costs will be applied when all assets are sent to Unicast directly.

- **Please note:** Additional cost will be applied to customization or additional Unicast Creative Services requests. Contact Unicast at clientservices@unicast.com for a creative quote.