

INTERACTIVE WALLPAPER SPECIFICATIONS

OVERVIEW

Unicast Interactive Wallpapers are a Rich Media Feature which provides an extensive array of Interactive Wallpaper skinning effects allowing advertisers to create immersive branding experiences. Interactive Wallpapers offer advertisers the opportunity to engage their audience with an immersive and engaging user experience in a non-intrusive way. Whether it's branding or direct response, advertisers will be able to fully measure and analyze the effectiveness of their campaign. Interactive Wallpapers can be served out of a standalone placement or can run in conjunction with an existing IAB ad placement on the webpage. Unicast simplified the authoring process of adding Interactive Wallpapers to rich media ads by developing an intuitive, effective and portable Interactive Wallpaper tool which can be used to easily customize the experience.

GENERAL SUBMISSION GUIDELINES:

Creation

- The ad should be designed according to the creative asset specifications listed below.
- All questions pertaining to the Interactive Wallpaper feature may be directed to clientservices@unicast.com with a copy sent to 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 Insertion Orders, please contact clientservices@unicast.com with a copy sent to partnersales@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.

Lead Time

- Please submit all final approved creative assets 10 business days prior to the expected launch date (this includes standard Publisher QA time of 5 business days).

SUPPORTED INTERACTIVE WALLPAPER FEATURES:

- **Host / User-Initiated** – If the Interactive Wallpaper feature is served out of any standard IAB Banner Ad placement, advertisers have the option of displaying the Interactive Wallpapers onload (host-initiated) or via user interaction such as a click or rollover (user-init). For user-initiated Interactive Wallpapers, the original Interactive Wallpaper treatment can be restored
- **Multiple Interactive Wallpaper Images** – Option to include multiple static Interactive Wallpaper images. One Interactive Wallpaper image will display at a time. Advertisers may select which Interactive Wallpaper image to set as the default. Optionally, a separate background color can easily be specified for each background image.
- **Multiple Background Colors** – Option to include multiple solid background colors. One background color will be displayed at a time. Optionally, a background image can be associated with each background color.
- **Screen Resolution Targeting** – Option to set a minimum screen resolution. When the Interactive Wallpaper is delivered, it will only visually display the Interactive Wallpaper if the user meets or exceeds the minimum screen resolution threshold specified.
- **Randomization** – If multiple Interactive Wallpapers exist, advertisers may set the Interactive Wallpaper to randomly display during each user impression.
- **Rotation**– If multiple Interactive Wallpapers exist, advertisers may set the Interactive Wallpaper to rotate linearly after a specified period of time (in seconds).
- **Image Positioning** – Option to customize the alignment of the static Interactive Wallpaper image by using various horizontal or vertical alignment options. The most common alignment is Center Top, but it may vary based on the layout of the publisher site or desired look.
- **Image Attachment** – Option to customize the attachment of the static Interactive Wallpaper image relative to the browser by setting the attachment to Fixed or Scroll. Fixed attachment means the Interactive Wallpaper will not move as the user scrolls the webpage. In contrast, Scroll attachment means the Interactive Wallpaper will move as the user scrolls the webpage.
- **Image Tiling** – Option to customize whether or not the Interactive Wallpaper image is set to tile, as well as have it only tile horizontally (x-axis) or vertically (y-axis).
- **Custom Targeting** – Option to apply a Interactive Wallpaper image to the Body of the webpage or to directly target an element on the webpage, such as a DIV. The most common approach is to target the body of the webpage. This option provides

flexibility based on how the publisher's page is coded.

- **Flash Gutters** – Option to include animated Interactive Wallpaper effects and flash interactivity within the gutter(s) of the webpage. This is typically used in tandem with a static

Interactive Wallpaper image to create a more immersive experience. The Flash gutter(s) support

- video, several rich media features and may also be clickable.
- **Dynamic Gutter Positioning** – By specifying the width of the publisher's webpage, the flash Interactive Wallpapers will dynamically position within the gutter(s) of the webpage.
- **Synching** – Option of synching the flash Interactive Wallpaper gutters with any other Unicast ad or panel on the page.

Below is a list of recommended specifications to optimize the Interactive Wallpaper feature. Specs are subject to change based upon publisher specific requirements.

CREATIVE ASSET CHECKLIST:

Agencies must provide all of the following creative assets used to develop the Advertisement:

1. 1280x900 Static Skin Interactive Wallpaper Image
2. 160x900 WEST Animated Interactive Wallpaper Flash (Optional)
3. 160x900 EAST Animated Interactive Wallpaper Flash (Optional)
4. Video (optional – see accepted formats and delivery options below)
5. All Tracking information – Click through, Event tracking, 3rd Party Impression / Clicks, Research Study.
6. Fonts

CREATIVE ASSET SPECIFICATIONS:

1) STATIC SKIN - INTERACTIVE WALLPAPER IMAGE

Dimension: 1280x900

Format: .JPG / .GIF / Layered PSD

File size: 70 kb

Animation: None permitted, image must be Static

2) WEST ANIMATED INTERACTIVE WALLPAPER - FLASH

Dimension: 160x900

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

File size: 50 kb

WMode: Typically set to transparent to allow design elements from static Interactive Wallpaper to shine through

3) EAST ANIMATED INTERACTIVE WALLPAPER - FLASH

Dimension: 160x900

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

File size: 50 kb

WMode: Typically set to transparent to allow design elements from static Interactive Wallpaper to shine through

4) VIDEO ASSET (OPTIONAL)

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: 640x480 un-compressed, de-interlaced .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 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.

5) FONTS

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

6) TRACKING INFORMATION

- Click-Through URL(s)
- 3rd-Party Tracking tags (optional)
 - 3rd Party Impression
 - 3rd Party Click Ping or Redirect
 - 3rd Party 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:

1. 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

2. 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 partnersales@unicast.com, clientservices@unicast.com and 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 clientservices@unicast.com with a copy sent to creative@unicast.com