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## PEELBACK AD SPECIFICATIONS

### OVERVIEW

Unicast Peelback is a fun and interactive way to get the user's attention and drive your message home. An initial teaser overlays the top right hand corner of the browser. When the user interacts with the ad, the unit peels back the webpage revealing additional client branding and messaging. Advertisers may also include video in the expanded Peel 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 Peelback 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)

## PEELBACK CREATIVE ASSET SPECIFICATIONS:

Advertisers must provide all of the following design assets used to develop the advertisement:

1. Source .FLA file
2. Exported .SWF file
3. Video File (Optional)
4. Fonts
5. Tracking Information

The Unicast Peelback Ad should consist of 2 core components:

1. Teaser Flash
2. Peelback Flash

### 1) Teaser Flash:

- Format: Flash 8, Action Script 2 enabled
- Dimension: 100x100
- File size: 30k
  - Expansion: Must contain a clearly defined hot-spot with call-to-action that indicates Roll over or Click to expand
- Close Button (Optional): May contain a clearly defined close button which closes the Peelback ad entirely

### 2) Peelback Flash

- Format: Flash 8, Action Script 2 enabled
- Dimension: 500x500
- File size: 270k
- Minimize Button: Must contain a clearly defined minimize button which when clicked retracts the Peelback
- Close Button (Optional): May contain a clearly defined close button which closes the Peelback ad entirely
  - Peelback effect: A standard Peelback effect is handled by Unicast. Advertisers may provide a customized Peelback effect but it must contain an open and retract animation.
- 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)

### 3) 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](mailto:creative@unicast.com) for alternative options.

### 4) Fonts

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

### 5) 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:

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 a 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.