

UNICAST PUSHDOWN SPECIFICATIONS

OVERVIEW

The Unicast Pushdown is a Rich Media enabled Flash unit that seamlessly expands while politely pushing all page elements downwards. After a set duration or if the user opts to close the expanded Pushdown ad, the unit seamlessly retracts and resolves into a 728x90¹ Leaderboard while pushing all page elements back to their original position. The Pushdown functionality can be replayed by the end-user and is clickable throughout the duration of the Ad. The first user impression will deliver a host-initiated Pushdown ad; all subsequent impressions will deliver a user-initiated Pushdown which expands via user click. The Pushdown product supports Flash animation and may also contain Video elements.



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

Format

- Agencies must provide all of the following design assets used to develop the advertisements:

¹ The Unicast Pushdown can be customized to fit each unique publisher page.

- 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

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.

When you have completed uploading the file(s), please send an email notification to 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:

Pushdown Expandable

- Description: Pushdown Expandable Ad
- Dimension: Customized to fit publisher page
- Format: Source FLA, Exported SWF (Flash 8, Action Script 2.0 enabled)
- File size: 100k
- Animation: Maximum allowed animation time: 10 sec
- Expansion: Must contain a clearly defined Expand hotspot. First impression allows host-initiated expansion; all subsequent impressions require user interaction via a click.
- Close Button: Must contain a clearly defined close button. Ad will collapse if the user clicks the close button or if the user does not interact after a set duration of 10 seconds. This functionality is handled by Unicast so no additional coding is necessary within the FLA.
- Controls: If the Pushdown unit contains video, the following video controls must be included:
 - Play / Pause
 - Audio On / Off
 - Optional: Rewind, Stop

Frame Labels: The main timeline should contain the 3 frame labels below to control the behavior:

Prompt

- When the ad reaches its minimum height of 90 pixels, the playback head will display this frame label.
- This frame label should contain the collapsed 728x90 portion of the ad.

Expanding

- While the Pushdown ad is expanding and pushing page elements downwards, this playback head will display this frame label
- This frame label should contain static imagery for when the ad expands

Animate

- Once the ad has completed expanding and reaches the max height of 250 pixels, the playback head will
- Display this frame label
- This frame label should contain all animation for the expanded Pushdown
- Frequency Cap: The host-initiated and user-initiated ads leverage the same Pushdown design asset. Once the frequency cap is in effect, the ad will display the animation which resides on the prompt frame label.

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.

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: 728x90
- Format .JPG / .GIF or .PSD
- File Size: 30k
- Animation: Maximum allowed animation time: 15 sec

Click-Through URL

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:

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 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 with a copy sent to sales@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 Sales@unicast.com or clientservices@unicast.com for a creative quote.