

## SMS FEATURE SPECIFICATIONS

### OVERVIEW

The Unicast SMS feature empowers advertisers to extend their message and brand to the highly coveted mobile audience. User's can now send an SMS text message to a mobile device directly from an online ad unit. The SMS offering may include an embedded text link which can launch a Unicast powered Mobile Mini-Site.

Unicast's Mobile Mini-Site offering is configured dynamically based upon the detected capabilities of the mobile device. For example, if a video is included in the Mini-Site, the device's capabilities to display a streaming or progressive video in several different formats will be detected and the appropriate experience will be seamlessly delivered.

### GENERAL SUBMISSION GUIDELINES:

#### Creation

SMS / Mobile Mini-Sites should be authored according to the Asset Specifications listed below. All questions pertaining to the SMS / Mobile Mini-Sites may be directed to Caleb Hill at [chill@unicast.com](mailto:chill@unicast.com) with a copy sent to [creative@unicast.com](mailto:creative@unicast.com)

### ASSET SPECIFICATIONS:

#### SMS Test Message:

- Pre-defined Advertiser Message
- Max of 5 messages per ad which users can choose from within the Ad
- Max character limit of 160 (including spaces)
- From Message (Optional)
- Appended to the end of the text message
- Max character limit of 10
- If the From feature is included, the max character limit for the message is 145

#### Mobile Mini-Site:

Advertisers must provide a designed mock-up of the final approved Mobile Mini-Site. There are several optional features that are supported within Unicast powered Mobile Mini-Sites, including:

#### Video

- Format: (See accepted formats and delivery options below)
- Dimension: 320x240
- Duration: Video should not be longer than 15 seconds
- Call to Action: Text to be displayed to initiate video playback (ex. "Watch Video")

- Images
- Format: static .GIF, layered .PSD file also accepted
- Dimension: 120x120
- Click to Call
- Format: Number which will be called upon user click
- Call to Action: Graphic or text link

### **Dealer Locator**

Format 1: A URL that we can call with the zip code included. We should get a string back with all the dealer ship information for that zip code. Unicast will display the information in proper format on the mobile mini-page

OR

Format 2: A web service we can call for a specific zip code. We should get a string back which has all the dealership information for that zip code. Unicast will display the information in proper format on the mobile mini-page

### **Fonts**

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

### **ASSET SUBMISSION GUIDELINES:**

All final approved 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:

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

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 [chill@unicast.com](mailto:chill@unicast.com), [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.

**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 Caleb Hill at [Chill@unicast.com](mailto:Chill@unicast.com) with a copy sent to [clientservices@unicast.com](mailto:clientservices@unicast.com) and [creative@unicast.com](mailto:creative@unicast.com).