

SOCIAL NETWORKING/WIDGET COMPONENT

OVERVIEW

Unicast's Social Networking Widget component makes it easy to share your favorite online widget content with today's leading social networking sites. With an intuitive flash based interface embedded within Unicast rich media ads, users can select which social networking site(s) they would like to post the widget on. Users also have the option to email a link of the widget to their friends to create a potentially viral aspect to the campaign. Friends can also post the widget to their own account off of their friend's social networking account.

GENERAL SUBMISSION GUIDELINES:

- Delivery
 - All questions pertaining to the submission guidelines may be directed to clientservices@unicast.com with a copy sent to creative@unicast.com

REQUIREMENTS:

Advertiser's have several options to customize the look and feel of the widget interface within the Unicast rich media ad. Below is a summary of all the customizable settings:

• **GENERAL SETTINGS**

- **Language:** Widget and Emails can be posted in several different languages, like English, Spanish, Italian, German, French, Russian, Portuguese, Danish, Finnish, Norwegian and Swedish.
- **Title:** This becomes the title of the widget when posted to the social networks. Some networks display the Title in the Widget Interface (i.e. facebook) and on the actual site.
- **Tracking Label:** This is used to differentiate and report on each widget separately. This must be given a unique tracking label.
- **Enable Icons Only:** If enabled, the network button will only contain an icon. If disabled, the network button will also contain the name of the social network.
- **Enable Close Button:** If enabled, a close button will be displayed in the widget interface. If disabled, the close button will not be available within the interface. This is completely separate from the widget share button component. Regardless of whether users click the close button OR toggle the Widget using the Share Toggle, each button will display the proper state because they listed for the same events

- **Enable Transitions:** If enabled, it uses animated transitions while paging between different screens within the widget interface. If disabled, the paging between different screens occurs immediately without any transitions.
- **Enable Embed Code Box:** If enabled, it displays a visible embed code box where embed code can be copied manually within the widget interface. If disabled, the option to copy embed code is not available.
- **Codebox Height:** If the embed code box is enabled, this input field can be adjusted to set the height of the embed code box within the widget interface.
- **EMAIL SEND TO FRIEND:**
 - **Enable Send to Friend:** If enabled, an option to email the widget appears in the widget interface. If disabled, the option is not available.
 - **Email Subject:** Allows advertisers to customize the email subject.
 - The token \$sender\$ can be used to include the name of the user sending the email.

For example, if the subject is:
\$sender\$ wants to share this cool widget with you!
If John was sending the widget, the actual subject would read:
John wants to share this cool widget with you!
 - **Email Body:** Allows advertisers to customize the content of the email body.
 - The token \$sender\$ can be used to include the name of the user sending the email
 - The token \$URL\$ can be used to insert a URL which links to a separate online version of the widget. Note: The actual URL will be created dynamically by the widget component.
- **INTERFACE APPEARANCE**
 - The Appearance Tab allows developers to customize the look and feel of the widget interface.
 - **Theme:** Provides several pre-defined themes including New Classic, Old Classic, Emo, Ocean Blue, Sky Blue, Romantic and Earth. Selecting a theme resets all custom parameters with the pre-defined settings for the selected theme. Changing any settings after a theme is selected, will maintain all settings but change the theme to Custom so additional settings may be altered.
 - **Background Color:** Specify a RGB value for the desired Beginning and End colors.

- The specified gradient colors will be applied to the background vertically.
- **Frame Color:** Controls the frame style and color.
- **Frame Thickness:** controls the thickness of the frame stroke
- **Frame Roundness:** control the roundness of the frame stroke
- **Network Button Font:** Controls the font used on the network sharing buttons. Options include Arial, Times New Roman, Verdana, Georgia, Tahoma and Courier New.
- **Network Button Font Size:** Controls the font size of the network sharing buttons.
- **Network Button Font Color:** Controls the font color of the network sharing buttons.
- **Network Button BG Color:** Controls the background color of the network sharing buttons.
- **Network Button BG Hover Color:** Controls the background hover color of the network sharing buttons.
- **Network Button Frame Color:** Controls the frame color of the network sharing buttons.
- **Network Button Frame Hover Color:** Controls the frame hover color of the network sharing buttons.
- **General Text Color:** Controls the color for all generic text, messages and error messages etc within the widget interface.
- **General Link Color:** Controls the color for all generic links within the widget interface.

SOCIAL NETWORK LIST

Option of which social networking sites the widget can be posted on and in which specific order, including:

1. Bebo
2. BlackPlanet
3. Blogger
4. Facebook
5. Freewebs
6. Friendster
7. hi5
8. iGoogle
9. Live Spaces
10. LiveJournal
11. Multiply
12. MySpace
13. MyYearbook
14. Netvibes
15. Orkut
16. Piczo
17. Plageflakes
18. Tagged
19. TypePad
20. Vox
21. WordPress
22. Xanga