

SYNCHRONIZED BANNERS SPECIFICATIONS

OVERVIEW

The Unicast Synchronized banner format provides a more engaging, interactive rich media experience by enabling multiple ad units on the same page to have synchronized animations and the ability to communicate with one another.

MEDIA BUY

The Media Buy should include a roadblock of the two synched units.

GENERAL SUBMISSION GUIDELINES

Creation

The ad should be designed according to the creative asset specifications listed below. All questions pertaining to In-Page Expandable units may be directed to clientservices@unicast.com with a copy sent to 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 with a copy sent to 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)

SYNCHRONIZED BANNERS CREATIVE ASSET GUIDELINES:

General Guidelines:

- All Flash assets should be designed using the same frame rate (20fps recommended)
- Leave the first frame of your Flash assets empty; have all animation start on frame 2

Synchronization Guidelines:

- All Flash assets should be designed based on the same timeline.
- If you have elements that appear to pass from one unit to another, the animated elements should be timed to create the desired effect

Communicating Guidelines:

- For each action you would like to trigger, the receiving banner must contain a function that executes the desired behavior
- For example, if Banner A wants to trigger an action in Banner B, Banner B should contain a defined function that will execute the desired behavior
- There is a maximum of ten (10) total ad triggers permitted.
- If you would like to trigger a video within one of the ad units, design a placeholder layer where the video should appear.

SYNCHRONIZED BANNERS CREATIVE ASSET SPECIFICATIONS:

For each ad unit, Agencies must provide all of the following design assets:

- Source .FLA files (Flash 8, Action Script 2.0 enabled)
- Exported .SWF files
- Video: If the Ad contains video, the following video controls should be included:
 - Play / Pause
 - Audio On / Off
 - Optional: Replay, Rewind, Stop
- Fonts
 - PC fonts should be sent as a .ZIP file
 - MAC fonts should be sent as a .SIT file
- Alternate Images (.GIF / .JPG / .PSD)
- Tracking Information
 - Click-Through URL(s)
 - 3rd-Party Tracking tags (optional)

- 3rd Party Impression and Click tracking is supported
- Research Tags

- Fill out the Action Trigger Submission Form.

ACTION TRIGGER SUBMISSION FORM:

	Sending Banner	Receiving Banner		
	Instance Name	Ad Dimension	Trigger Function Name	Description of Expected Behavior
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

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 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:

- 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.

Ship Tapes to address listed below:

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 a notification to clientservices@unicast.com and creative@unicast.com with the name and directory of the file(s) to download.