
TRANSITIONAL AD SPECIFICATIONS

OVERVIEW

Unicast Transitional is full-page ad that plays within the active web browser as a user navigates between any two site pages or upon site entry. Transitionals provide an immersive branding experience due to the large canvas and file sizes advertisers can leverage to deliver their message. 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. 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)

TRANSITIONAL CREATIVE ASSET SPECIFICATIONS:

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

1. Source .FLA files (Flash 8, Action Script 2.0 enabled)
2. Video File (Optional)
3. Fonts
4. Tracking Information

1) Transitional Flash:

- Format: Flash 8, Action Script 2 enabled
- Dimension: Up to 900x500
- File size: 200 KB
- Execution: This ad can be onEntry or onExit, but that is largely determined by the publishers specifications.
- Close Button: A custom Publisher-branded header will appear above the Transitional Ad based on the site the Ad is running on. The header will contain a Close or Skip this Ad button; therefore, close buttons do not need to be designed within the Transitional unit. The Transitional can have a generic header, site specific header, or close button.
- Load Video: May contain a placeholder movie clip of 640x480 where the video should be placed
- Note: All video delivery will be managed by the Unicast Video Component
- 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)

2) 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 for alternative options.

3) Fonts

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

4) 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 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.