

Standard Advertising Specifications Media Flash Specifications

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Guidelines for all advertising media

- / All advertising media must be supplied in the agreed AdSize (pixels in height and width)
- / Do not exceed the maximum file sizes
- / To open a new window after the click, use the target="_blank" command
- / HTML advertising media should be sent as *.TXT and *.HTML files in a *.ZIP file (not as e-mail content).
- / The advertising media must be labeled. We recommend a clear naming convention. Example: Format_Language_Subject_Date.swf
- / Send the advertising media, with all needed details, to your contact partner. Links must always open up in a new window
- / Remember that a period of 3-5 days is necessary for the integration of the advertising media on the AdServer
- / The sound settings in Flash are always disabled. The user can activate the sound as desired
- / For special formats, site-specific information on advertising media is available in the Online Media Tool <http://www.onlinemediatool.si>.

Size Formats

Format	Max size	Max expanded size	Weight in KB
Fullbanner	468x60	468x300	30
Leaderboard	728x90		30
Rectangle	300x250		30
Skyscraper	160x600 / 120x600	400x600	30
Floating Ad	On demand		40
Skateboard Ad	994x118		40
AdAppeal	130x130	800x600	40

For other size formats, refer to the media data of individual web sites under www.onlinemediatool.si

Flash Specifications

/ Delivery of the Flash advertising media:

- SWF file and an alternative GIF (mandatory); the GIF will be displayed to all users who do not have a Flash plug-in installed
- Please specify the URL separately, since it will be transferred directly from the AdServer to the "clickTAG" variable in the advertising medium. (AdServer tracking method in Flash: see clickTAG Implementation)
- The Flash movies should be exported in version 8/9.
We accept exclusively AS2 Creatives, AS3 on request.
- When creating advertising media, comply with the specified weight limits.
- Sound is allowed in advertising media, but must be disabled in the default setting. Navigation components can allow activation by the user.
- For Banner, Sky, and Rectangle: **wmode=opaque**
- For DHTML ads (Floating, Expandable, etc.): **wmode=transparent**

Flash Specifications

/ Optimizing the Flash advertisement

- Framerate should be between 15-18 Fps to keep the cpu usage low.
30+ Fps causes higher Cpu load.
- Avoid Math based Animations (ActionScript driven Animations).
- Preloading of Symbols/Images
- Work with Animation-Tweens instead of key-frame series.
- Simplify Graphic Elements where possible
- Limit Number of used Bitmaps
- A complete Guidline for Optimizing your Flashmovies can be found on the official Adobe Support Page:
http://www.adobe.com/support/flash/publishexport/stream_optimize/

Flash Specifications

/ AS2 clickTAG Implementation:

- Function description on the AdServer:
- To count a click on the AdServer, the clickTAG variable in Flash is used instead of the target URL. Thanks to this variable, the target URL can be queried from the AdServer and passed on to the advertising medium. When the button is actuated, a click is logged on the AdServer, and the user is linked to the offer with the target URL. This procedure only affects the link URL action; all other settings (ActionScripts, etc.) are not affected. You can freely create your advertising medium, according to your needs.
- The clickTAG variable also allows the target URL to be changed during a campaign without having to change the advertising medium.

Standard Action-Script for LINK Button

```
on(release){  
  getURL(clickTAG, "_blank");  
}
```

- **Important:**
 - If the variable is to be used within a movie clip in the main Flash animation, the variable must be integrated with a preceding `_root.clickTAG`. Moreover, no ON actions may be defined for the movie clip containing the button.
 - Do always use `on(release)` → `on(press)` causes the PopUp Blocker to take action in certain Browsers.

Flash Specifications

The image displays the Adobe Flash CS4 interface. At the top, the 'Zeitleiste' (Timeline) is visible, showing a sequence of frames with a ruler from 0 to 75. Below the timeline, there are several layers: 'clickTag', 'Expand 2', 'Expand 5', and 'logotipo'. A blue rectangular area is highlighted on the stage.

In the foreground, a dialog box titled 'In Symbol konvertieren' (Convert to Symbol) is open. It contains the following fields and options:

- Name: clickTag
- Verhalten (Behavior):
 - Movieclip
 - Schaltfläche (Button)
 - Grafik (Graphic)

Below the dialog box, the 'Aktionen - Schaltfläche' (Actions - Button) panel is visible. It shows a list of actions and a code editor. The code editor contains the following ActionScript code:

```
on(release) {  
    getURL(clickTag, "_blank");  
}
```

The interface also shows a 'Scene 1' label at the top left and a 'logotipo : Bild 149' label at the bottom right.

Flash Specifications

/ Use of other target URLs that must be included in the tracking:

- If your advertising medium is to contain several clickable areas with different link URLs, you can expand the clickTAG variable for each link URL.

/ Example:

- Link-URL1 = clickTAG1
- Link-URL2 = clickTAG2
- Link-URL3 = clickTAG3
- etc.

/ Online clickTAG tutorial by Macromedia for all Flash versions:

- http://www.adobe.com/resources/richmedia/tracking/designers_guide

/ Opening the landing page in a predefined window:

- If you want the landing page to be opened in a predefined window, all variables for the position, and the window size, must be transferred to the browser in the script. For this variant, it is important to open the window with "_self".

/ Example ActionScript on the link button:

```
on (release)
{
getURL("javascript:window.open("" + _root.clickTAG +
"", 'FensterName', 'left=50,top=50,width=600,height=400,toolbar=no,scrollbars=no,resizable=no,menubar=no,status=no,directories=no,location=no');void(0);", "_self");
}
```

Documentation:

left=50	indicates the window position from the LEFT in pixels	top=50	indicates the window position from the TOP in pixels
width=600	indicates the window width in pixels	height=400	indicates the window height in pixels
toolbar=no	possible toolbar parameters yes/no	scrollbars=no	possible scrollbar parameters yes/no
resizable=no	possible parameters yes/no	menubar=no	possible menu-bar parameters yes/no
status=no	possible status parameters yes/no	directories=no	possibly directory parameters yes/no
location=no	possible location parameters yes/no		

/ Extensions for BT-Customized Ad's

- To realize the function of retargeting, there has to be implemented a second variable after the ClickTag

```
on(release)
{
  getURL(_root.clickTag,"_blank");
  getURL("Javascript:BT_Retarget()","_self");
}
```

/ Flash-Floating / Close-Button

- All floating and expandable Flash advertising media must have a working close button.
- This button must be clearly visible at all times and have a size of at least 20x20 pixels.
- Furthermore, "white" is not to be used as the color for the close button, since many pages have a white background, which would make the close button invisible.
- The button is to be programmed with the following close function:

```
getURL("Javascript:f4d_hide_layer()","_self")
```

/ After a maximum of 7 seconds, the floating must close automatically.

ExpandableAd

/ There are two methods of making the advertising medium expand:

- On(RollOver): The expand effect takes place as soon as the user moves his mouse over the advertising medium.
- On(Release): The expand effect takes place as soon as the user clicks an element in the advertising medium.

/ There are two methods of making the advertising medium collapse:

- On(RollOut): The collapse effect happens, as soon as the user removes the mouse pointer from the ad
- On(Release): The collapse effect takes place as soon as the user clicks an element in the advertising medium. ATTENTION: This is only permitted in Expandables/Floating.

/ Important:

- If the advertising medium opens automatically, it will be considered as a FloatingAd and allocated to the respective price category.
- After a maximum of 7 seconds, the ExpandableAd/Floating which opens automatically must close automatically.
- Expandable Banners open from the top down → e.g., from 486x60 to 468x300.
- Expandable Skyscrapers open from right to left → e.g., from 160x600 to 300x600.

ExpandableAd

Expanding

/ Goldbach Audience has developed a Richmedia template that takes over the expand procedure.

This template contains functions that enable interaction with the Flash advertising medium:

- **Expand layer:**

This function is used to call up the expanded flash file and must always be used in conjunction with the f4d_collapse_layer function.

These functions must be used in the event onRollOver, onRelease, onPress.

```
getURL("Javascript:f4d_expand_layer()","_self")
```

```
getURL("Javascript:f4d_collapse_layer()","_self")
```

Click [here](#) to download a template for this advertising medium

/ BrandSense AdAppeal

There are two ways of making an advertising medium expand:

- **AdAppeal-Closed:** Start state closed.
 - The expansion takes place as soon as the user moves his mouse over the advertising medium (On-Mouseover). The ad closes as soon as the user removes the mouse (Mouse-off).
- **AdAppeal-Open:** Start state open.
 - The expand effect takes place when the advertising media is activated and closes automatically after a maximum of 7 seconds; with Mouseover, same function as Closed.

/ The AdAppeal is always located in the top right corner; it must be possible to close both variants with a close button.

/ Please integrate the clickTAG for the link URL.

/ Creative Size (dimension):

- Height corner: maximum 130 pixels
- Width corner: maximum 130 pixels

- Height layer: maximum 600 pixels
- Width layer: maximum 800 pixels

/ Special ActionScript commands:

- In the first frame of the expanding animation:
- `getURL("Javascript:f4d_expand_layer();", "_self");`

- In the last frame of the collapsing animation:
- `getURL("Javascript:f4d_collapse_layer();", "_self");`

Click [here](#) to download a template for this advertising medium

StreamingAd

/ Flash video tutorials at Macromedia:

<http://www.adobe.com/devnet/flash/video.html>

/ Use clickTAG for links. (see 3. Flash Specifications)

/ Use the Variable **AdVideo** to link the Video

/ The video file is not managed by Goldbach Audience. It must be made available on an external server.

/ If you should have no efficient infrastructure, there is a possibility that Goldbach Audience will do the distribution of video files against payment.

/ Enable system security flash/doubleclick domains.

/ Example of ActionScript with NetStream Class:

```
System.security.allowDomain("*.doubleclick.net", "*.doubleclick.com");
var netConn:NetConnection =new NetConnection();
netConn.connect(null);
var netStream:NetStream =new NetStream(netConn);
VideoStream.attachVideo(netStream);
netStream.setBufferTime(10);
netStream.play(_root.AdVideo);
```

Click [here](#) to download a template for this advertising medium

/ Flash Creative Size (dimension):

- Height: 250 Pixel
- Width: 770 Pixel

/ Open/Close Button Creative Size (dimension):

- Height: 250 Pixel
- Width: 20 Pixel

/ Consider:

- Use the general Flash Specification for the click button (clickTAG).
- The Default Background-Color is white (#FFF)
If you wish another color you have to tell us the HEX-Colorcode on creative delivery.

DartMotif & Eyebalster Richmedia Ads

/ DartMotif

- When creating other DartMotif Ads you work with Doubleclick TABS:
<http://studio.doubleclick.com/>
- Support on creating DartMotif Ads:
German: renglert@google.com
Englisch: clk-drmtechnical@google.com

/ Eyebalster

- When creating Eyebalster Ads you will need the EB Flash workshop:
- Support on creating Eyebalster Ads:
German/French: support_de@eyebalster.com

Creative Templates

/ AdAppeal Closed

/ AdAppeal Open

/ Expandable Ads

/ FloatingAd

/ Fullbanner

/ Skyscraper

/ StreamingAd

In-Game Specifications

Relation	Format	Size
1:1	PSD Layered Format	1024x1024 px
1:2	PSD Layered Format	512x1024 px
2:1	PSD Layered Format	1024x512 px
4:1	PSD Layered Format	1024x256 px
8:1	PSD Layered Format	1024x128 px

Process:

Creatives have to be delivered 2 weeks before the start of the campaign. The creatives will be built from the above mentioned formats to be sent to the publishers for approval

Specifications:

-> 72 dpi, RGB Photoshop layered format
(*nicht auf eine Ebene reduziert*)

Please use the following naming structure:

-> *advertiser_campaign_with_x_height.PSD*
(*Example: -> SBB_Gleis7_512x512.psd*)

* Conditions:

Choice of games (titles) and prices are subject to change. Volume of AdImpressions will be distributed equally depending on availability of titles. Goldbach Audience defines if necessary the frequency capping. Terms of conditions of Goldbach Audience Internet Media AG govern all bookings.

Notes:

Creatives should not be overloaded:

- Short and clear creatives
- Well readable
- Clear image world
- Use big logos
- Few test
- High contrast
- High contrast between text and background
- Strong clear fonts, bold





Keep it short and simple!

Sport and racing-games suite primary for branding – rather big logo.

Tips for In-Game ads

- / In-game advertising in core-games is primary branding. Interaction is possible and reasonable only in certain casual-online-games
- / Tip: Use simple and clearly structured creatives
- / Well readable, few test, not oversoaded
- / High contrast between text and background
- / If CI / CD allows, use powerful and eye-catching background colours
- / Strong and clear fonts, if possible **bold**
- / Each medium has it's own rules. Allways concern the behavior of the receptor. How is the User acting in a virtual world?

Mobile: Formats and file types

Banner size	Device class	Technical specification	Sample
X-Large image banner	Class 5 > 320 pixels display width	305 x 64 pixels < 8k file size static, not animated .gif, .png or .jpg formats	
Large image banner	Class 4 240 – 319 pixels display width	215 x 34 pixels < 6k file size static, not animated .gif, .png or .jpg Format	
Medium image banner	Class 3 176 – 239 pixels display width	167 x 30 pixels < 4k file size static, not animated .gif, .png or .jpg formats	
Small image banner	Class 2 128 – 175 pixels display width	112 x 20 pixels < 2k file size static, not animated .gif, .png or .jpg formats	
Text tagline (optional)	Class 1 76 – 127 pixels display width	10 – 24 characters of text (including spaces)	Book your AD here. MORE

Mobile: General guideline for all mobile ads

- / All standard sizes (S / M / L / XL) must always be delivered
- / Pixel size and file size may not exceed the established limits
- / Mobile banners must be sent as *.gif (*.jpg or *.png files are only accepted as an exception) compressed in a *.zip file; and not directly as e-mail content or attachment
- / Animated *.gif files are accepted if they do not exceed the maximum file size
- / Streaming, videos, sounds etc. are currently not allowed due to file size/data rate reasons
- / The target URL of the banner must be separately provided and must refer to a mobile site or portal (such as wap.fiat.ch)
- / You are free to design your advertising material
- / Send all ads with the necessary indications to your person to contact
- / Advertising material must be delivered at least 4 days prior to the start of the campaign.

Full Page Video Ads

/ Video Interstitial mit Reminder Leaderboard

/ Video Interstitial with Reminder Leaderboard

/ Video Interstitial is a Fullscreen Creative Format and therefore a great way to show TV Spots on the Internet. The Flash Videoplayer is provided byV2Media.

/ Spot Duration: **max. 60 Sec**

Resolution: 640 Pixel Width (Height regarding to Aspect Ratio, e.g. 16:9→ 640x360px)

/ Movie File Format: *.flv

/ Filesize: max. 4 MB

/ Additionally a Skin can be produced which will be set up with the Video.

/ If no Skin is produced, you can send a Logo, which will be placed in the bottom left edge. This has to be a *.jpg or *.gif logo and should be within 350x75 Pixels

/ Please refer to Point 3 for the Leaderboard Specifications.

Creative Showcase:

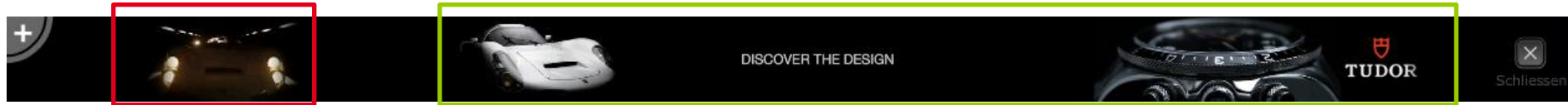
<http://195.137.172.70/showcase/V2Media/VStitial/Magnum/Blick/>

Elements to deliver:

1. Leaderboard
2. Video
3. Skin oder Logo
4. Hex Code used as Backgroundcolor of the Interstitial (Default is Black)

Full Page Video Ads

/ Video Scroll



Video Area:

124x70

Flash Dimensions:

800x70

Elements to deliver:

1. Flash 800x70px
2. Video
3. Skin oder Logo
4. Hex Code used as Backgroundcolor of the Video Scroll & Interstitial (Default is Black)

/ All Animations in the Flash for Text/Images/Vector-Graphics should be coded on the Maintimeline.

Classes for Transformations and Movements must not been used – Wether Flash built-in Classes nore Engines like TweenLight, TweenMax oder Caurina.

/ The Movie in the Video Scroll has to be delivered as for Video Interstitials (see Specs Video Interstitial.

This Movie will also be used in the 124x70 Area.

/ Within the Video Scroll the movie will be played without sound.

After Interacting with the Video Part in the Scroll the Creative will go Fullscreen where the Movie plays with sound-on..

/ Skin or Logo also has to be produced for the Video Scroll like for Video Interstitials.

Creative Showcase:

<http://195.137.172.70/showcase/V2Media/V2Scroll/Magnum/Blick/top.html>

Full Page Video Ads

/ Video Skins

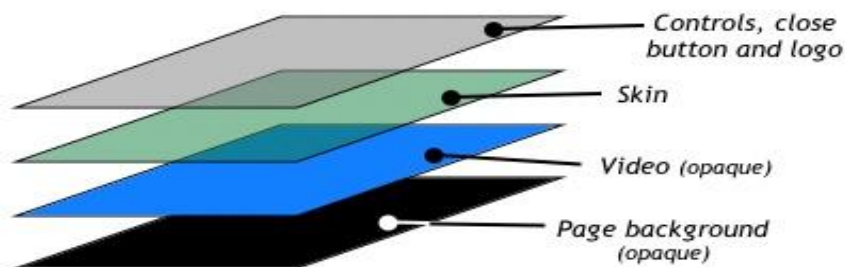
- The Skin has to be delivered as *.png or actionscript free *.swf file.

The Png/Flashfile will be layed over the Movie, therefore the Skin must have a transparent Area so the movie is viewable. The Controll Elements (Progress Bar, Close Button etc.) will be layed over the Skin. The max. Dimension for such a skin is 1280x800px and 100kb Filesize.

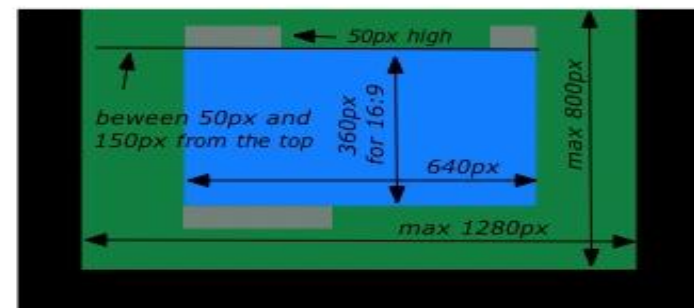
- Measurements for the View-Through Area aren't strict but should be close to the dimensions of the movie..

Skin embedding schema

layers:



sizes:



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Thank you