

**Sizmek<sup>TM</sup>**

**Adhesion Expand**

**Build Guide**

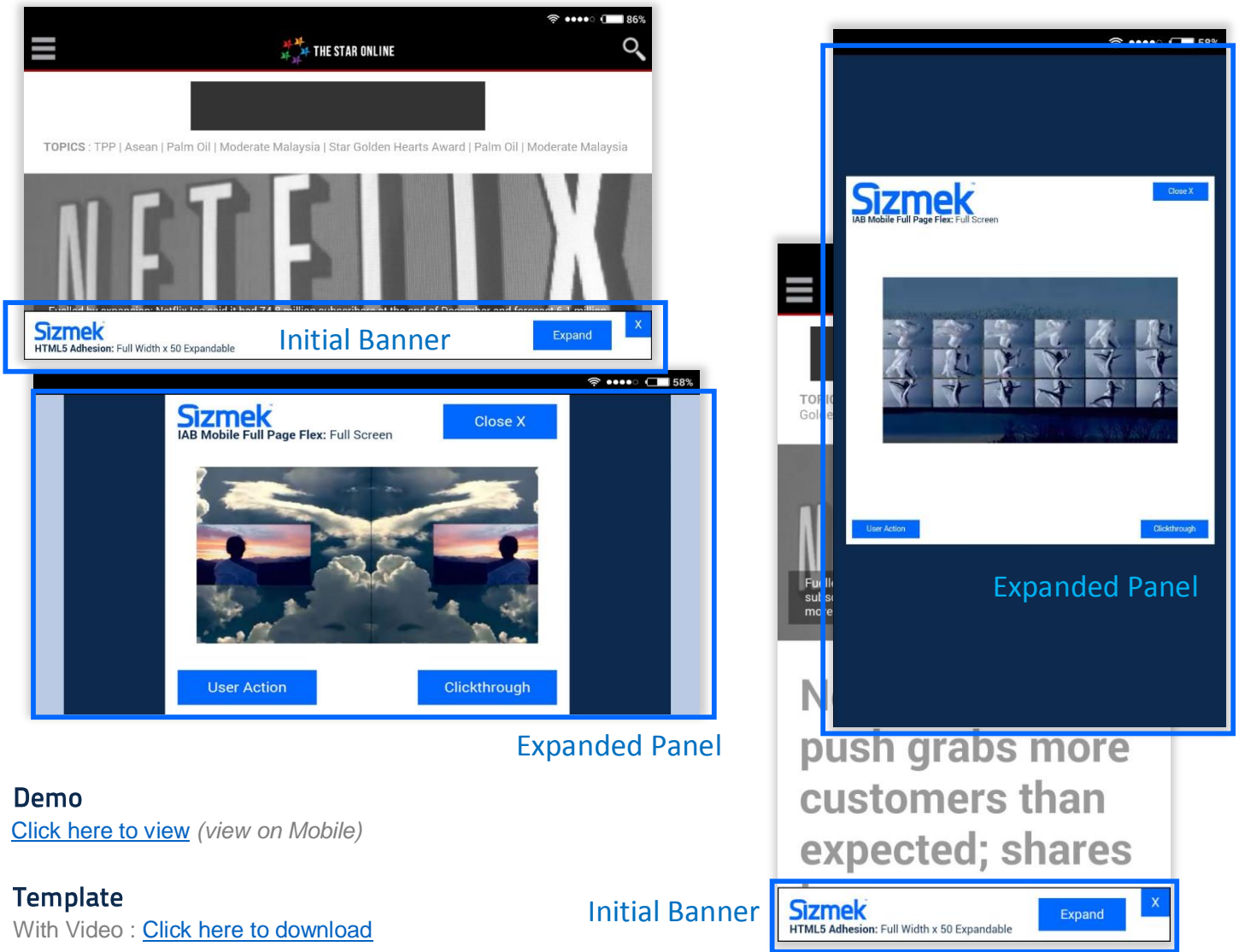
# ADHESION EXPAND

## OVERVIEW

### User Experience

Adhesion Expand is an Ad format that continually adheres to the bottom of the display while the user scrolls through the page. The Adhesion Expand is an upgrade to the Sizmek Format called "IAB Mobile Adhesion" and expands to the support matrix to cover tablet and mobile devices.

The format contains both non-expandable ([refer here](#)) and expandable templates. The banner will always pin to the bottom when user interacts with the page contents. The banner will always appear or can be customized to disappear while user is scrolling the page or rotating the device. The banner also always includes a close button at the top right corner, so user can collapse the ad.



**Initial Banner**

**Expanded Panel**

**Expanded Panel**

**Initial Banner**

### Demo

[Click here to view](#) (view on Mobile)

### Template

With Video : [Click here to download](#)

Without Video : [Click here to download](#)

## ADHESION EXPAND

### Open source template notes:

The open source ad template is built to the correct Sizmek specifications and can be easily re-skinned. This example is designed to function as described in this kit.

### All amendments are up to the individual skill of the creative developer.

Ads built outside Sizmek specs can cause delays and additional costs to the creative agency.

### Specification

Creative Assets	Dimension (W x H)	Format	File size	Requirement
Default Banner	1x1	HTML5	10kb	- Auto-Expands the Default Panel once page is loaded
Default Panel "banner"	320x50 (full width)	HTML5	300kb (*max.)	- Auto-Expand by default once page is loaded - Blinking animation and related is not allowed. - Close button is required. - Clickthrough button is required. - Expand button is required
				<b>{Please refer template on page 2}</b>
Expanded Panel "expand"	Full Page - Responsive	HTML5	300kb (*max.)	- Audio mute button is required. - Audio must be initiated only when user click on UNMUTE button on the video. Mute by default. - 1 pixel grey border if you are using light color background image. - Expanded panel must retract once user's cursor is out of the panel or closed by user. - Background keep as black (#000000)
				<b>{Please refer template on page 2}</b>
Video	240x180	MP4 webm	2.2MB	- Max video duration 30 seconds - Video data rate: 300kbps approximately - Video codec : H.264 - Audio: Mono 48kbps approximately - Frame Rate: 25fps
Backup image	1x1	JPG/GIF	10Kb	

### SUBMISSION

Submit 5 working days before live date. All submission of creative is to be done via Sizmek MDX platform into your company account. Please contact your local Sizmek account manager if you do not have an account.

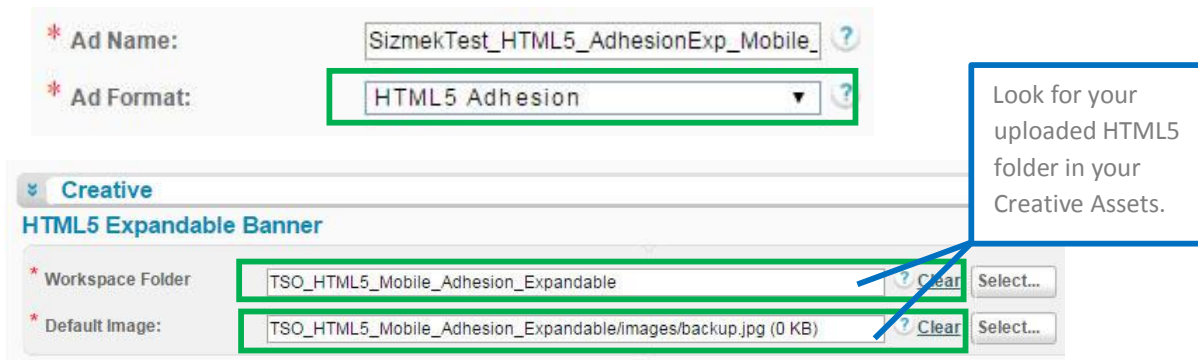
## CREATIVE SUBMISSION TO SIZMEK MDX PLATFORM

### Basic Introduction

- [Overview of Sizmek MDX Platform](#)
- [Edit an Ad](#)

### Set ad format

- Select **Manage > Ad > Sizmek Workshop**
- Change Ad Format to **HTML5 Adhesion**



\* Ad Name: SizmekTest\_HTML5\_AdhesionExp\_Mobile\_ ?

\* Ad Format: HTML5 Adhesion ?

**Creative**

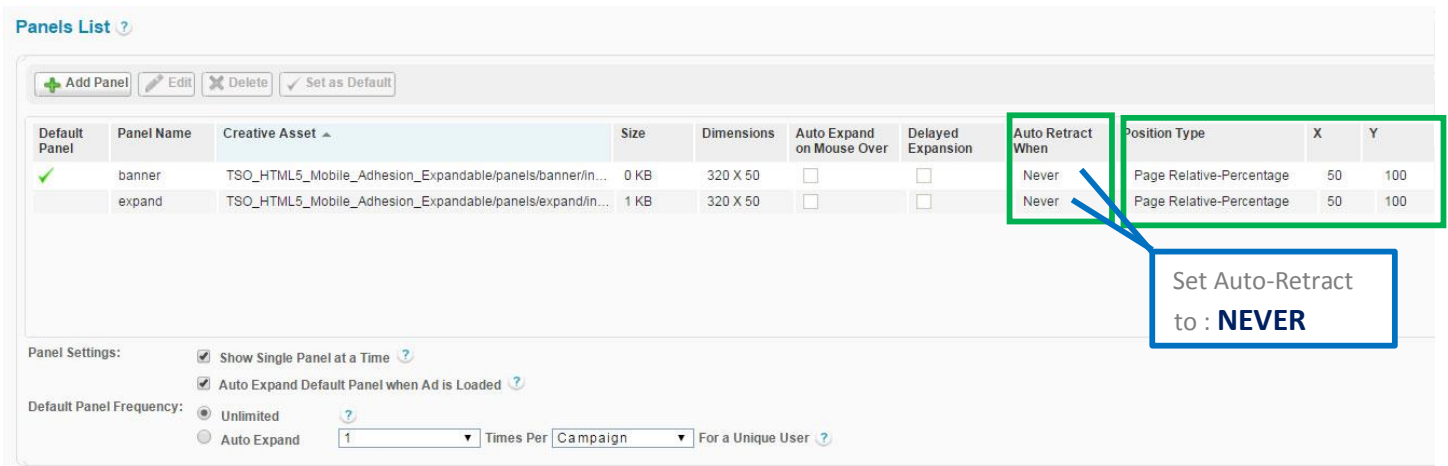
HTML5 Expandable Banner

\* Workspace Folder: TSO\_HTML5\_Mobile\_Adhesion\_Expandable ? Clear Select...

\* Default Image: TSO\_HTML5\_Mobile\_Adhesion\_Expandable/images/backup.jpg (0 KB) ? Clear Select...

Look for your uploaded HTML5 folder in your Creative Assets.

**Expandable Adhesion (with or without video) : Page Relative-Percentage – X : 50 | Y : 100 (Both panels)**



Panels List ?

+ Add Panel Edit Delete Set as Default

Default Panel	Panel Name	Creative Asset	Size	Dimensions	Auto Expand on Mouse Over	Delayed Expansion	Auto Retract When	Position Type	X	Y
✓	banner	TSO_HTML5_Mobile_Adhesion_Expandable/panels/banner/in...	0 KB	320 X 50	<input type="checkbox"/>	<input type="checkbox"/>	Never	Page Relative-Percentage	50	100
	expand	TSO_HTML5_Mobile_Adhesion_Expandable/panels/expand/in...	1 KB	320 X 50	<input type="checkbox"/>	<input type="checkbox"/>	Never	Page Relative-Percentage	50	100

Panel Settings:  Show Single Panel at a Time ?  Auto Expand Default Panel when Ad is Loaded ?

Default Panel Frequency:  Unlimited ?  Auto Expand 1 Times Per Campaign For a Unique User ?

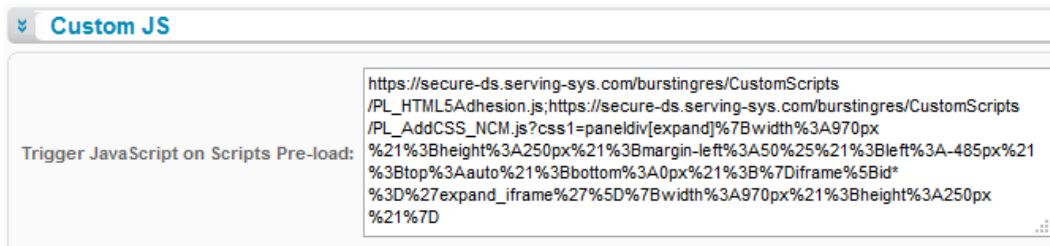
Set Auto-Retract to : **NEVER**

## ADHESION EXPAND



### HTML5 Adhesion Custom Script

- From the main menu in the Sizmek, select **Setup > Advanced Features**.
- Expand the **Custom JS**
- In **Trigger JavaScript on Scripts Pre-load** section, enter the following URL (copy & paste as is):

[Click here to download](#) the Custom JS for your perusal.



### Publish Ad

- Select **Manage > Ad**
- Select the ad and click on **Attach** to attach the ad to the correct placement. The ad icon will change to . Click [here](#) to learn more about attaching ad to placement.  
*Note: Publisher and Campaign Trafficker can only preview ad attached to the placement.*
- [Setup for Custom ClickThrough](#) (if any)
- Select the ad and click on **Review > Publish**. The ad icon will change to .  
*Note: Publisher can only test on published ads.*

## SUPPORT

### Browser Support

Please refer to [Sizmek's support matrix](#) for more information.

### Sizmek Support Contacts

For questions and assistance please contact:

- **Star South East Asia Support** : [star.seasupport@sizmek.com](mailto:star.seasupport@sizmek.com)
- **South East Asia Creative Support** : [sea.creative@sizmek.com](mailto:sea.creative@sizmek.com)

### Online Sizmek HTML5 training:

[More training material can be found in the Sizmek HTML5 Portal](#)

A login is required to be able to access this material. **Please contact your local Sizmek office for support.**

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