

SizmekTM

Butterfly

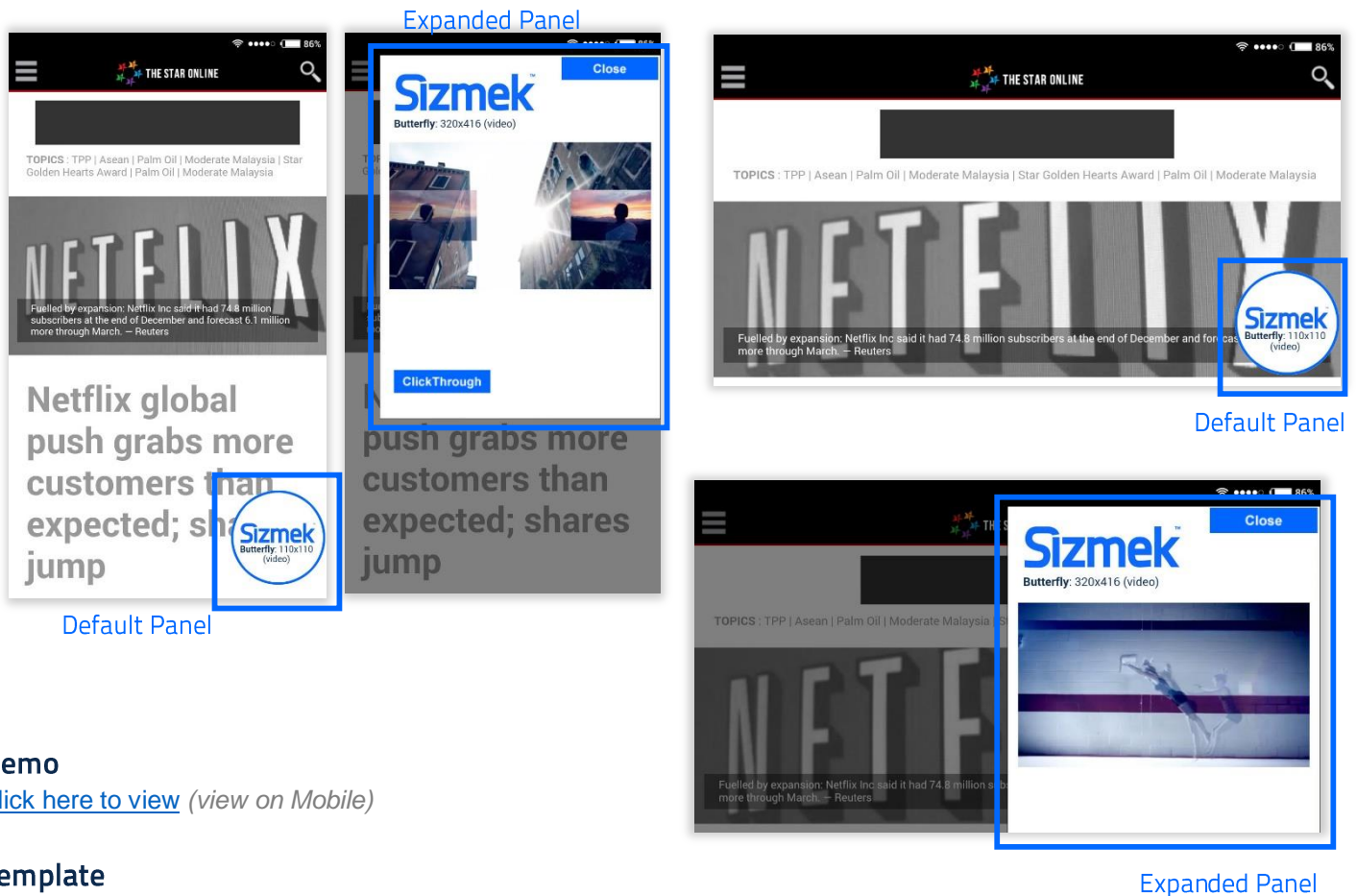
Build Guide

OVERVIEW

User Experience

Butterfly ad is an Ad format that continually adheres to the bottom-right of the display while the user scrolls through the page. The Butterfly ad is a custom format that is built to the support matrix to cover tablet and mobile devices.

The format contains both expandable with video and non-video templates. The banner will always pin to the bottom-right 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, while the expanded panel will appear from the top-right corner. The expanded panel must always include a close button at the top right corner, so user can collapse the ad.



Demo

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

Template

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

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

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 Panel {Please refer template on page 2}	110 x 110	HTML5	300kb (*max.)	<ul style="list-style-type: none"> - 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
Expanded Panel {Please refer template on page 2}	320 x 416	HTML5		<ul style="list-style-type: none"> - 1 pixel grey border if you are using light color background image. - Expanded panel must retract once closed by user.
Video (Optional)	240x180	MP4 webm	2.2MB	<ul style="list-style-type: none"> - Audio mute button is required. - Audio must be initiated only when user click on UNMUTE button on the video. Mute by default. - Max video duration 30 seconds - Video data rate: 300kbps approximately - Video codec : H.264 - Audio: Mono 48kbps approximately - Frame Rate: 25fps
Backup image	110 x 110	JPG/GIF	40Kb	

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.

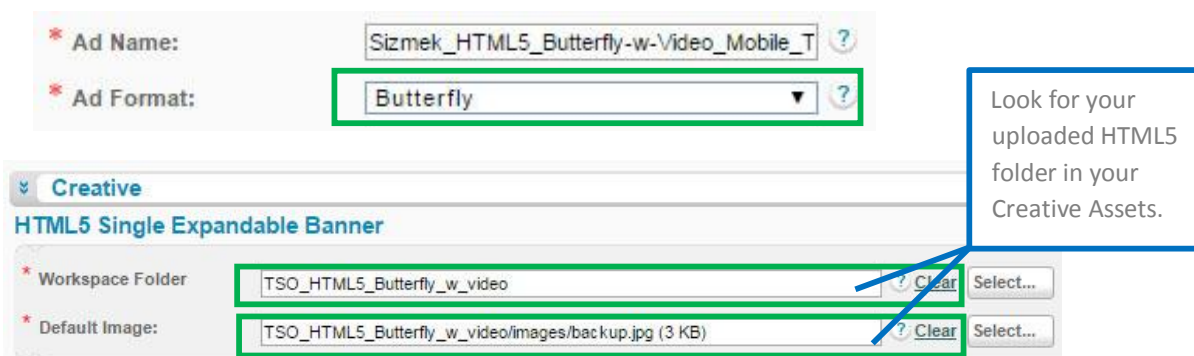
CREATIVE SUBMISSION TO SIZMEK MDX PLATFORM

Basic Introduction

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

Set ad format


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





HTML5 Butterfly 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
- **South East Asia Creative Support** : 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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