

Sizmek™

Expandable Bottom Ad Crawler

Build Guide

EXPANDABLE BOTTOM AD CRAWLER

OVERVIEW

User Experience

Expandable Bottom Ad Crawler is an Ad format that continually adheres to the bottom of the display while the user scrolls through the page. The HTML5 Bottom Ad Crawler is an upgrade to the Sizmek Format called "IAB Mobile Adhesion" and expands to the support matrix to cover the desktop in addition to tablet and mobile devices.

This format is expandable for bigger view or more information. 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.



Demo

[Click here to view](#)

Template

Expandable Bottom Ad Crawler (with video) : [Click here to download](#)

Expandable Bottom Ad Crawler (w/o video) : [Click here to download](#)

EXPANDABLE BOTTOM AD CRAWLER

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	-	- Auto-Expands the Default Panel once page is loaded
Default Panel "banner" <i>(Please refer template on page 2)</i>	970x90	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 (only applicable for expandable version.)
Expanded Panel "expand" <i>*Optional (Please refer template on page 2)</i>	970x250	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)
Video	480x270	MP4 webm	4MB	- 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.

EXPANDABLE BOTTOM AD CRAWLER

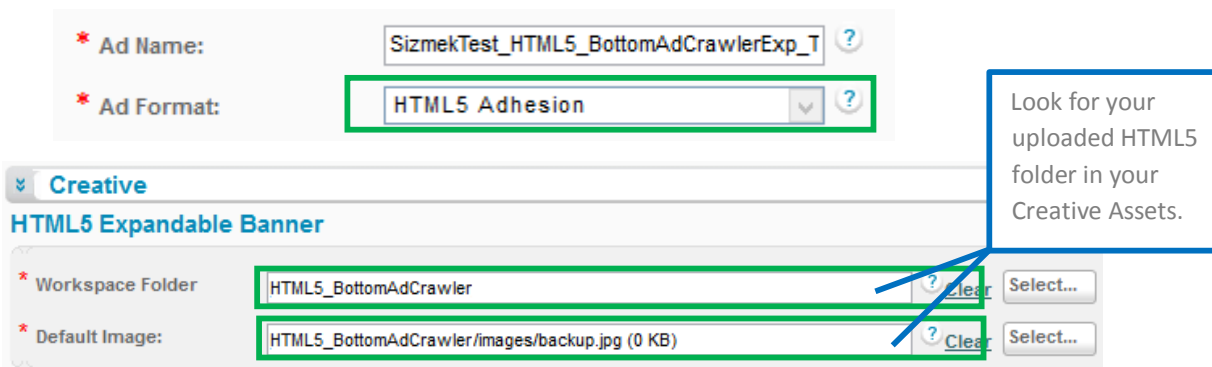
CREATIVE SUBMISSION TO SIZMEK MDX PLATFORM

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_BottomAdCrawlerExp_T

* Ad Format: HTML5 Adhesion

Look for your uploaded HTML5 folder in your Creative Assets.

▼ Creative

HTML5 Expandable Banner

* Workspace Folder: HTML5_BottomAdCrawler

* Default Image: HTML5_BottomAdCrawler/images/backup.jpg (0 KB)

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

Panels List

Default Panel	Panel Name	Creative Asset	Size	Dimensions	Auto Expand on Mouse	Delayed Expansion	Auto Retract When	Position Type	X	Y
<input checked="" type="checkbox"/>	banner	TSO_HTML5_BottomAdCrawler_Expandable/panels/banner/index.html	1 KB	970 X 90	<input type="checkbox"/>	<input type="checkbox"/>	Never	Page Relative-Percentage	50	100
<input type="checkbox"/>	expand	TSO_HTML5_BottomAdCrawler_Expandable/panels/expand/index.html	1 KB	970 X 250	<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 Times Per For a Unique User

Set Auto-Retract to : **NEVER**

EXPANDABLE BOTTOM AD CRAWLER

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.



Bottom Ad Crawler Expandable (with or without Video) :

Custom JS

Trigger JavaScript on Scripts Pre-load:

```
https://secure-ds.serving-sys.com/burstingres/CustomScripts
/PL_HTML5Adhesion.js;https://secure-ds.serving-sys.com/burstingres/CustomScripts
/PL_AddCSS_NCM.js?css1=paneldiv[expand]%7Bwidth%3A970px
%21%3Bheight%3A250px%21%3Bmargin-left%3A50%25%21%3Bleft%3A-485px%21
%3Btop%3Aauto%21%3Bbottom%3A0px%21%3B%7Diframe%5Bid*
%3D%27expand_iframe%27%5D%7Bwidth%3A970px%21%3Bheight%3A250px
%21%7D
```

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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