

Sizmek™

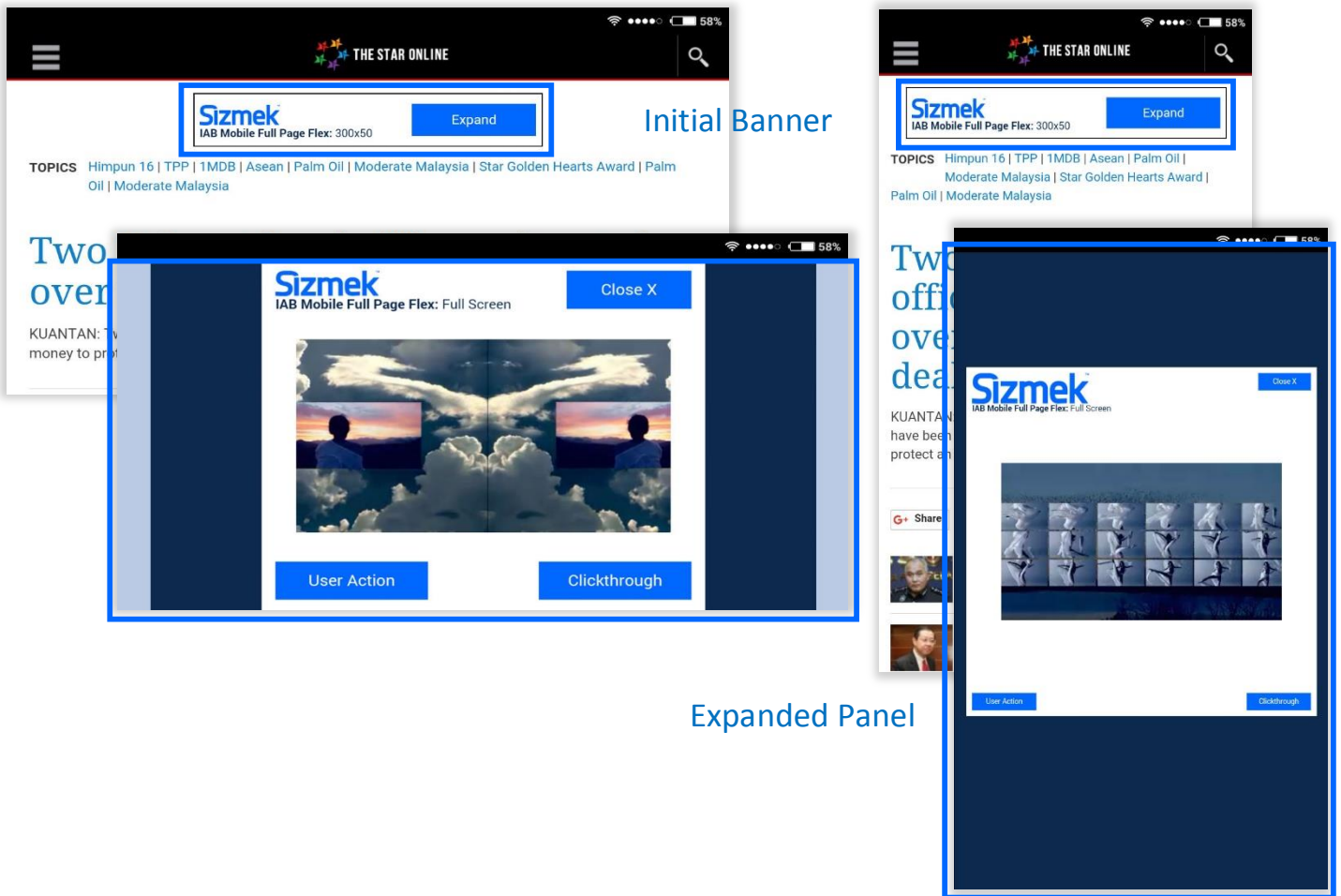
**Mobile Full Page Flex
Expandable
Build Guide**

MOBILE FULL PAGE FLEX EXPANDABLE

OVERVIEW

User Experience

Mobile Full Page Flex Expandable is an Ad format that auto-expands to the full size of the screen on mobile devices and tablets browsers. The ad is responsive to maximum available width and height horizontally or vertically. The background contains a light box like semitransparent background that cover to browser width and height or a solid color as advertiser's preference. A CLOSE button is compulsory which allows user(s) to close the ad. Users are able to preview again on the banner by expanding it from the initial banner.



Demo

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

Template

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

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

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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	300 x 50	HTML5	-	<ul style="list-style-type: none"> - Auto-Expand by default once page is loaded - Blinking animation and related is not allowed. - Expand Button is required.
(Please refer template on page 2)	Responsive Dimension	HTML5	300kb (*max.)	<ul style="list-style-type: none"> - Close button is required. - Clickthrough button is required. - 1 pixel grey border (optional) - Background keep as FADED BLACK, unless by special request. - background-color : rgba(0,0,0,0.8)
Video	240 x 180	MP4 webm	2.2MB	<ul style="list-style-type: none"> - Video is Auto-played and Muted by default. - Audio must be initiated by the user. - Audio button is required. - Max video duration 30 seconds - Video data rate: 300kbps approximately - Video codec : H.264 - Audio: Mono 48kbps approximately - Frame Rate: 25fps
Backup image	300 x 50	JPG/GIF	30Kb	

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.

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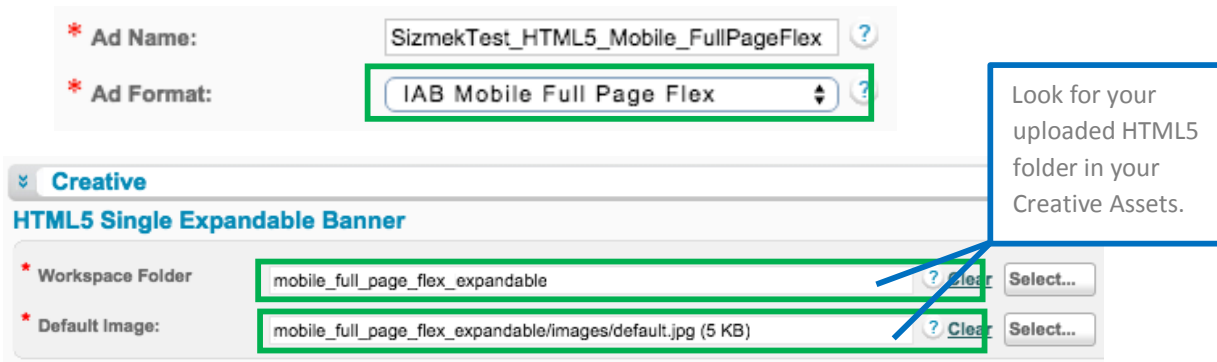
CREATIVE SUBMISSION TO SIZMEK MDX PLATFORM

Basic Introduction

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

Set ad format

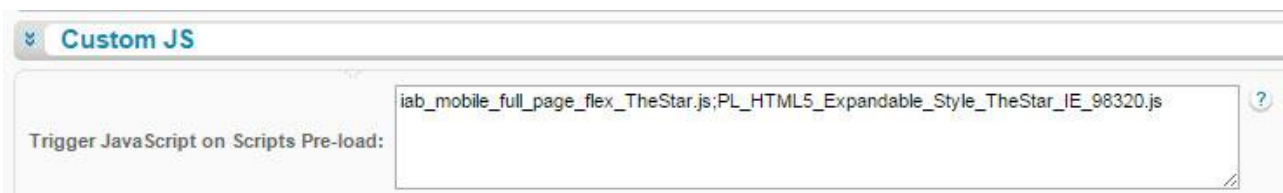
- Select **Manage > Ad > Sizmek Workshop**
- Change Ad Format to **IAB MOBILE FULL PAGE FLEX**





HTML5 FULL PAGE FLEX EXPANDABLE 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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