

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

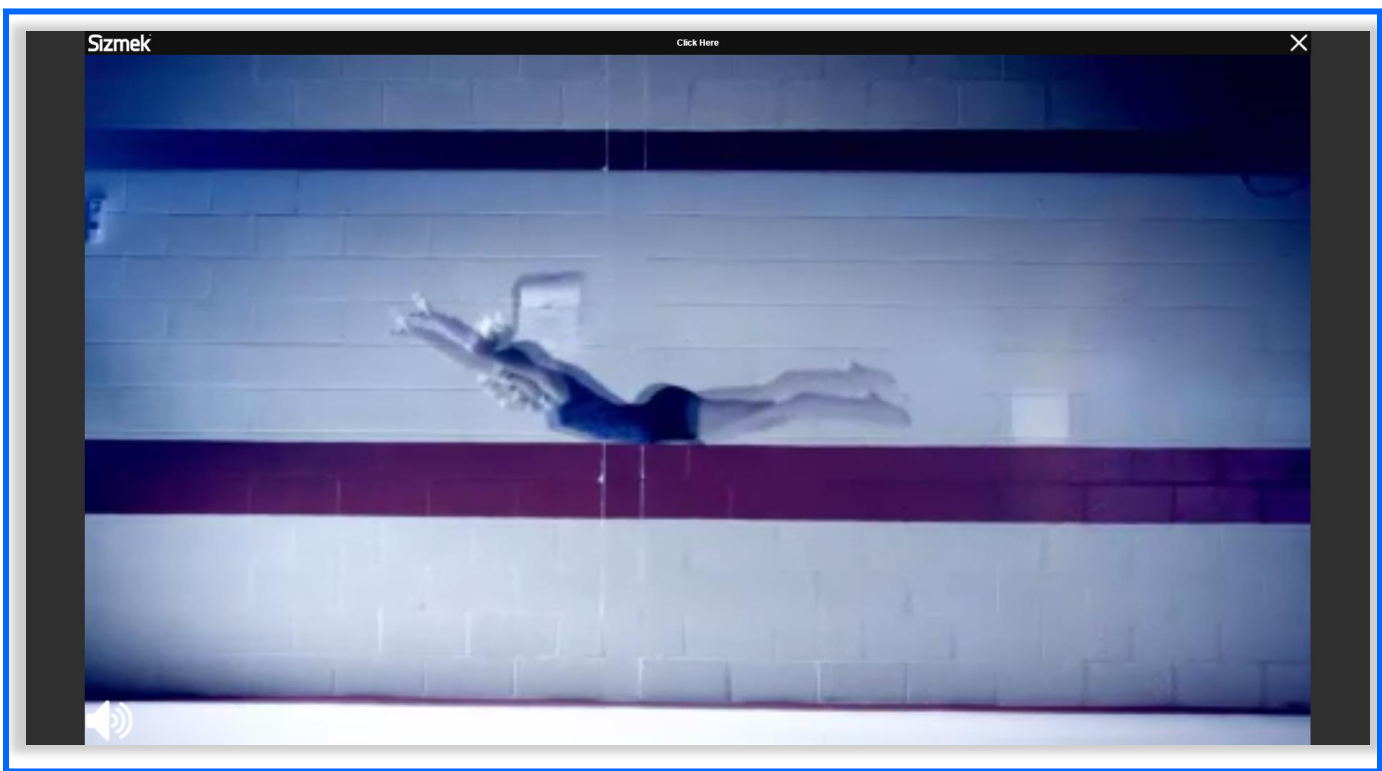
**Videostitial**

**Build Guide**

## OVERVIEW

### User Experience

Videostitial is an Ad format that expands to the full size of the screen on mobile devices, tablets and desktop browsers. Ad contains video that is resized to maximum available width and height by maintain video aspect ratio and doesn't stretch video. The background contains a light box like semitransparent background that cover to browser width and height. On the top of Ad there is logo on left, Clickthrough button in center and close button on right. Top button always resize depends on the video container width. If you are interested to run a simpler yet interactive Site Take Over with a fixed dimension, you can consider to try our [HTML5 Site Take Over](#).



Expanded Video Banner

### Demo

[Click here to view](#)

### Template

[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 Banner	1x1	HTML5	-	<ul style="list-style-type: none"> <li>- Auto-Expand by default once page is loaded</li> <li>- Blinking animation and related is not allowed.</li> <li>- Dimmer is required (refer template).</li> </ul>
<b>(Please refer template on page 2)</b>	Responsive Dimension	HTML5	300kb (*max.)	<ul style="list-style-type: none"> <li>- Close button is required.</li> <li>- Clickthrough button is required.</li> <li>- Audio mute button is required.</li> <li>- Audio must be initiated only when user click on UNMUTE button on the video. Mute by default.</li> <li>- 1 pixel grey border (optional)</li> <li>- Expanded panel must retract once video ends or closed by user.</li> <li>- Background keep as black (#000000)</li> </ul>
Video	640x360	MP4 webm	4MB	<ul style="list-style-type: none"> <li>- Max video duration 30 seconds</li> <li>- Video data rate: 300kbps approximately</li> <li>- Video codec : H.264</li> <li>- Audio: Mono 48kbps approximately</li> <li>- Frame Rate: 25fps</li> </ul>
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.

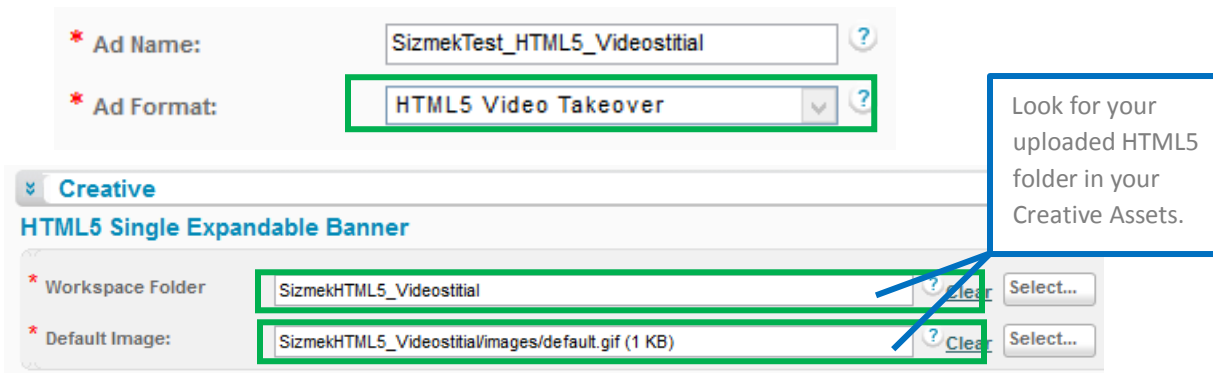
## CREATIVE SUBMISSION TO SIZMEK MDX PLATFORM

### Basic Introduction

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

### Set ad format

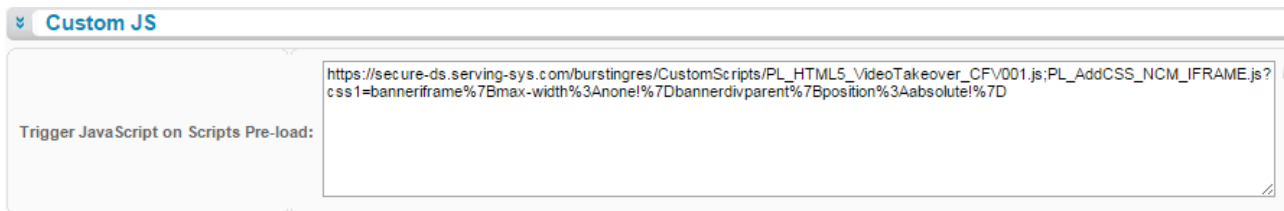
- Select **Manage > Ad > Sizmek Workshop**
- Change Ad Format to **HTML5 Video Takeover**



### HTML5 Videostitial Custom Script

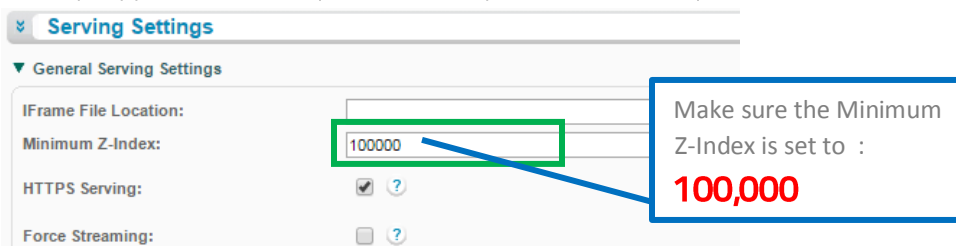
- From the main menu in the Sizmek, select **Setup > Advanced Features**.
- Expand the **Custom JS**
- In **Trigger JavaScript on Scripts Pre-load** section, enter the following URL (copy & paste as is):

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





### NOTE :

Upon generating the **Ad Placement Tag**, kindly make sure the **Placement tag's Z-Index** of the tag is set to **100000**. This is to make sure the ad is always appeared at the top of the site layers. (FYI : TSO's top bar is with z-index : 99999)



## 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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