



LEONARDO FLOORAD HTML5

HOW TO PRODUCE THE CREATIVE ASSETS

You can produce the creative material as follow:

- 1) **PRODUCE YOUR BACKGROUND IMAGE – Collapsed mode 980x200 (jpg format)**
- 2) **PRODUCE YOUR BACKGROUND IMAGE – Expanded mode 980x400 (jpg format)**
- 3) **PRODUCE YOUR VIDEO FILE (mp4 format)**
- 4) **PRODUCE YOUR POSTER VIDEO IMAGE (jpg format)**

NOTE: if you don't need any video in the Ad, please ignore step 3 and 4.

To produce the **background image, collapsed mode:**

file format: jpg;

file size: 980x200

Add the expand button, choose position and dimension as you prefer.

max file weight: 100 kb. PSD template:

http://origin.demo.eyebalster.com/Italy/DOWNLOAD/HOW_TO/PUBLISHERS/LEONARDO/backgroundBanner.psd

To produce the **background image, expanded mode:**

file format: jpg;

file size: 980x400

Add a black rectangle where the video needs to be placed, follow the .PSD instruction.

max file weight: 100 kb. PSD template:

http://origin.demo.eyebalster.com/Italy/DOWNLOAD/HOW_TO/PUBLISHERS/LEONARDO/backgroundExpand.psd

To produce the **VIDEO FILE**, please follow these instructions:

VIDEO SPECS MP4

mp4 640x360 codec: H.264, audio codec MPEG4 AAC, max 800kbps, max 2 MB

To produce the **POSTER VIDEO IMAGE FILE**, please follow these instructions:

jpg 640x360, the image can contain a CTA (i.e. GUARDA IL VIDEO) or a play button.

Once, all creative assets have been produced, please send them to

creativeitaly@sizmek.com

mediaitaly@sizmek.com

in order to proceed to create the AD into Sizmek platform.

All creative material must be sent 3 days before the online start date.