



HTML5 Dynamic Video 940x529

This format has been created in order to make the production of such complex AD very simple. This template doesn't require any code skill to be produced, you just need to produce all creative assets and setup just one configuration file.

HOW TO PRODUCE AND CREATE 940x529 HTML5 VIDEO BANNER

The whole process is made of these 3 main steps:

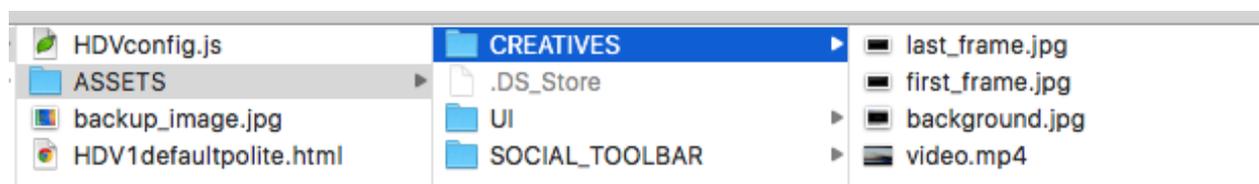
1. **DOWNLOAD THE HDV TEMPLATE AND PRODUCE YOUR CREATIVE ASSETS.**
2. **SETUP YOUR "HDVconfig.js" FILE.**
3. **ZIP YOUR FILES, UPLOAD IT ON SIZMEK PLATFORM AND CREATE THE AD.**

1. DOWNLOAD THE HDV TEMPLATE AND PRODUCE YOUR CREATIVE ASSETS

- Download template

http://origin.demo.eyeblander.com//Italy/DOWNLOAD/HOW_TO/HDV/TEMPLATE/HDV_940x529.zip

Unzip the file, you should see something like this: (pic #1)



- In ASSETS/CREATIVES directory you can find the template creative assets you need to replace, keep in mind to maintain the same naming of this files. If you need to change the file extension (i.e. using last_frame.png file), you need to change the file name into the HDVconfig.js file (ROWS 137-140).

- Produce a backup image file in order to replace the "backup_image.jpg" file, this one will be shown on old browser that doesn't support HTML5 (i.e. IE8 or before). Produce the backup image as light as possible, because this could impact on final banner size calculation.

CREATIVE ASSETS SPECS:

BACKUP IMAGE

file format: jpg;

max file size: 940x529;

max file weight: 90 kb.

BACKGROUND IMAGE

This image will be placed under the video element, so keep empty a part of this image in order to contain the video element. See "background.jpg" template file as a guideline.

file format: jpg;
max file size: 940x529;

FIRST FRAME IMAGE

This image will be visible in both tablet and mobile environments before the video play event, because in mobile or tablet devices the video cannot auto play.

You can also produce an animated gif with the video frames, in order to simulate the auto play event.

The click action on this image will start the video play.

file format: jpg, gif or png;

max file size: 940x529;

max file weight: 150 kb. If you are simulating the video frames animation, the weight can be up to 2 mb.

LAST FRAME IMAGE

This image will be visible at the end of the video. It should have a call to action to open campaign's landing page.

file format: jpg, gif or png;

max file size: 940x529;

max file weight: 150 kb.

VIDEO FILE

file format: mp4;

audio codec MPEG4 AAC; codec: H.264;

frame rate: max 800kbps;

max file size: 640x360 or 940x529 or others 16:9 size;

max file weight: 2 mb.

2. SETUP YOUR "HDVconfig.js" FILE

The "HDVconfig.js" has been developed to make production as easy as possible for creative agencies, so often this file doesn't need to be modified but if you need to change any graphic aspect or behavior of you Ad here some key point to follow:

- "**LOCAL_ADContainer**" variables (rows 3-15) : these values impact on the **main container** of the Ad, width and height must be set as the banner dimensions.

- "**LOCAL_ADBackground**" variables (rows 17-29): these values impact on the **background image** file size and position.

- "**LOCAL_videoPlayer**" variables (rows 31-43): these values impact on the **video element** size and position. Usually width and height are 444x250 or 940x529.

- "**LOCAL_videoFirst**" variables (rows 45-57): these values impact on the **first_frame image** file size and position.

- "**LOCAL_videoLast**" variables (rows 59-71): these values impact on the **last_frame image** file size and position.

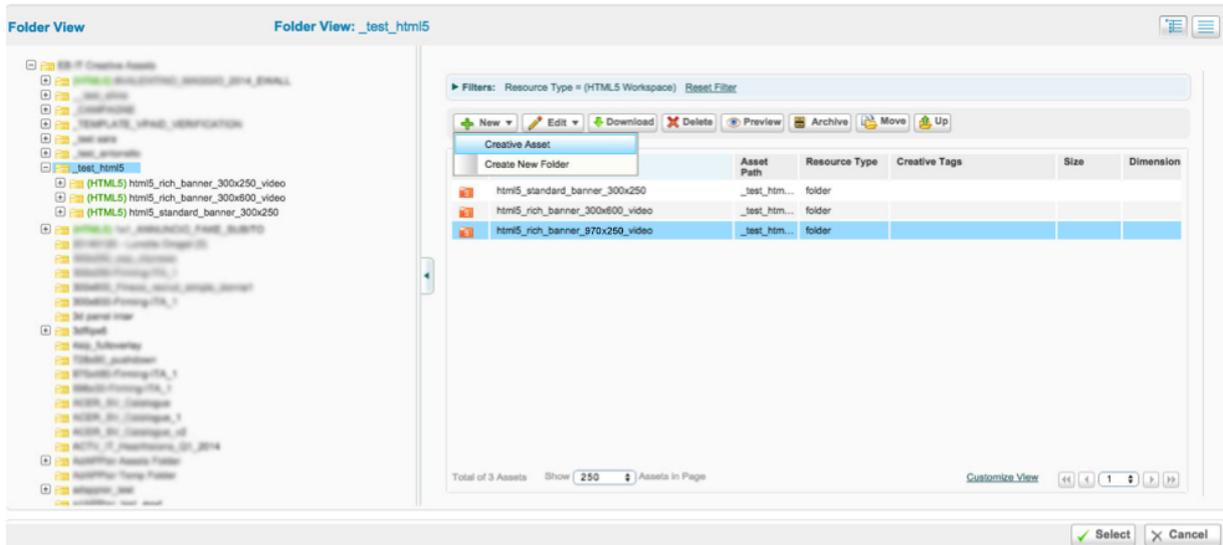
- "**LOCAL_videoControllers**" variables (rows 78-88): these values impact on the video player controller position (play/pause/replay and audio button).

NOTE: please contact creativeltaly@sizmek.com if you need any further **info about this configuration file.**

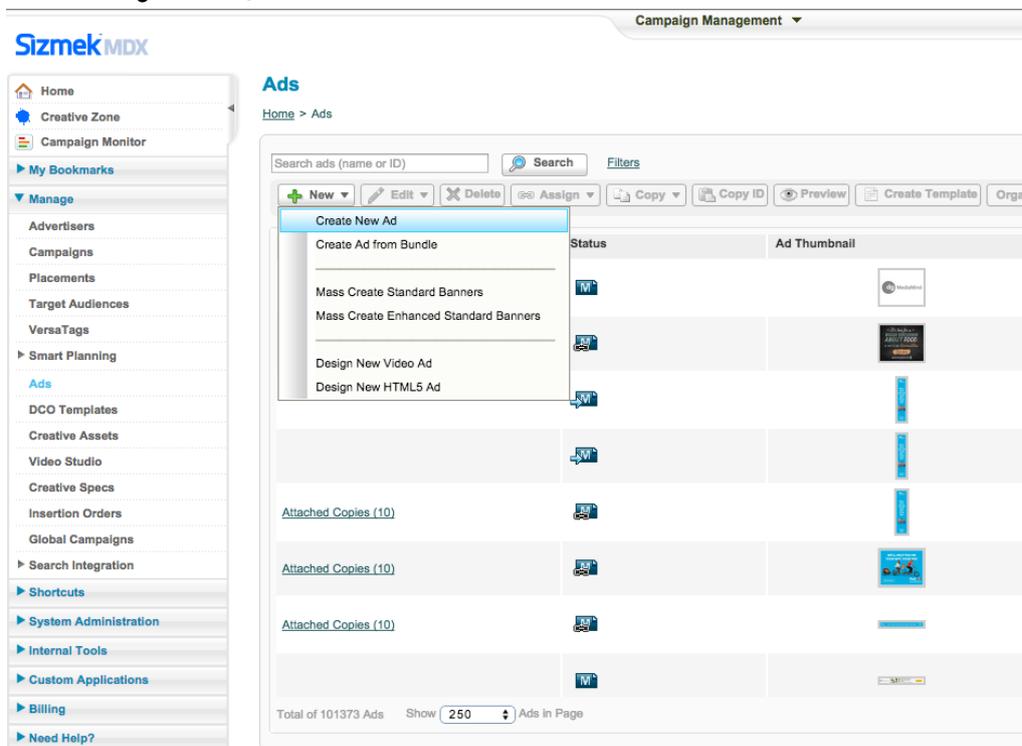
3. ZIP YOUR FILES, UPLOAD IT ON SIZMEK PLATFORM AND CREATE THE AD.

IMPORTANT: Before continuing, test your HDV1defaultpolite.html into your browser to be sure that everything is alright.

- Archive the workspace into a new ZIP file, preserving the directory structure. You can do this with WinZip, 7Zip, or another archiving program.
- In Sizmek platform go to Manage -> Creative Assets and upload your .zip file, this file will be upload as an HTML5 Workspace



- Go to Manage -> Ads, then click on New -> Create new Ad.



- Fill out the form, set an Ad Name, set the Ad Format to HTML5 Polite Banner, set the Workspace Folder to the Workspace (.zip file) already uploaded and finally set the Default Image selecting an image file that match the

banner dimensions.
New Ad

1 Setup | Interactions & Ad URLs | Review Process

Ad Settings | Advanced Features | Smart Versioning | Filtering

Ad ID: _____

* Ad Name: CLIENT_CAMPAIN-NAME_SIZE_DATE ?

* Ad Format: HTML5 Polite Banner ?

▶ Ad Comments (None)

Ad Summary:

Ad Status: Master ?

Ad Dimensions: 970x250 ?

Ad Size: 2.37 MB ?
300 Kb. 2.2 Mb. 10 Mb.

>> Campaign Attachment

▼ Creative

HTML5 Polite Banner

* Workspace Folder: _test_html5/html5_rich_banner_970x250_video ? Clear Select... Download Preview

* Default Image: _test_html5/html5_rich_banner_970x250_video/images/backup.jpg (11 KB) ? Clear Select... Preview

Clickthrough URL ?

Clickthrough URL: _____ Test URL

Clickthrough URL Settings...

>> Ad Assets

>> Additional Assets

>> Creative Tagging

Preview Save Cancel

e) Click on Save button. You can see your Ad by press on Preview button.

f) (OPTIONAL): if you need to make your Ad lighter, you can try to assign your creative assets into the tab "Additional Assets". Click on "Add Asset", upload your assets and select them, then assign a number ID to any item, exactly as the screenshot here:

▶ Additional Settings

>> Ad Assets

▼ Additional Assets

Additional Assets List ?

+ Add Asset Edit Delete Preview Package Content

Asset ID ▲	Creative Asset
1	Expert aprile 14/background.jpg
2	Expert aprile 14/first_frame.jpg
3	Expert aprile 14/last_frame.jpg
4	Expert aprile 14/video.mp4

IMPORTANT

Once the Ad has been created on Sizmek platform, send the relative Ad ID to these contacts:

creativeitaly@sizmek.com

mediaitaly@sizmek.com

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