



Sabela Media Polska
sp. z o.o.

***Creative Specifications and Guidelines
version 1.0***

Latest up-to-date version:

http://dc.sabela.pl/files/kod/ad_tech_spec_sabela.doc
http://dc.sabela.pl/files/kod/ad_tech_spec_sabela.htm

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I. GENERAL POLICY.

1. We require sending a full set of creatives once for the entire duration of the campaign (URL, creative files, 3rd party tracking scripts). In other case, we cannot guarantee that the materials will be punctually verified.
2. Creatives must have an accurate size and weight according to tables describing each advertisement form.
3. The .swf creatives prepared for Sabela Media Polska ("SMP") adserver must have a default creatives in .gif or .jpg format. Default creatives are not required for following forms: "toplayer", "brandmark", "poltergeist". For expandable form the default creative must have a size of an non-expanded state.
4. Together with a complete set of creatives a hexadecimal background color number for the creative must be delivered. SMP is not responsible for changes in creative's presentation when this point is ignored.
5. Expandables and floating ads must be prepared in flash version 8 or lower.
6. Creatives different than above must be prepared in flash version 9 or lower.
7. You can use only action script 2.0 in all creatives.
8. FPS limit (frame per second) for all creatives is 25. Exeption is for Gadu-Gadu.pl Publisher – 18 FPS.
9. All materials, despite of the fact they are correct according to SMP tech spec, must be agreed with Publisher/Media agency first. In case a Publisher rejects a creative SMP is not responsible for start delays of the campaign.
10. It is forbidden to place in creatives additional items which refer to external files or sites, except for creatives where this is intended.
11. It is forbidden to use additional scripts which could change the size and location of users browser.
12. It is forbidden to use additional user behaviour tracking scripts except for creative interactions.
13. Creatives which generates errors or warnings will not be accepted by SMP nor used in campaign.
14. SMP will not prepare custom ad delivery HTML/JS codes. Custom code should be delivered to SMP along with the rest of materials. SMP do have it's own ad delivery solution for all creative types mentioned in this document.
15. SMP verifies the materials (if nessecary) reffering to publishers tech spec. SMP is not resopnsible for not up-to-date tech spec of the Publisher. All creatives will be checked according to actual state of the publisher's tech spec. Additionally SMP is not responsible for checking the creative according to content policies of the publishers, bad usage of action script, hidden faults, etc.
16. The complete set of materials must be provided 4 days before the launch of the campaign. The exception are the campaigns using streaming technology where a set of materials must be delivered 10 working days before the launch of the campaign.
17. If it is required to use multiclickTags (more than 1 clickTag) please add accordingly: `_root.clickTag1` for 1st url, `_root.clickTag2` for 2nd url, etc. Please pay special attention to the capital letters.
18. If a creative spec is not included in this document, please follow the publishers tech spec for this specific creative. It concerns ad formats like : dynamic wallpaper, screening (takover with skin) or creatives which present additional publisher delivered variables (for example user names, user photos). In such cases SMP usually provides tracking codes only.
19. CPU load.
Each of the creatives used in the campaign must not exceed 30% of standard CPU. SMP defines standard CPU as Pentium IV 2,6GHz. In case of exeeding this limit SMP may not accept such a creative for delivery. List of common issues affecting CPU load:

- a. Many actions onClipEvent(enterFrame) running at the same time
 - b. Complex vector shapes animation – we suggest decreasing the number of curve edit points. We also suggest to export objects like vector shapes with large number of vertexes (over 100) and import again as a jpg/png file.
 - c. Animation of objects containing many gradients.
 - d. Animation of many objects at once.
 - e. Excessive using of Alpha effect on overlapping, partially transparent items. We suggest using Tint effect.
20. In case of placements planned on Onet.pl and concerning:
- a. Takeover
 - b. Sponsoring
 - c. Behavioral Targeting
 - d. CPA (conversions), CPC
 - e. Branding
 - f. Screening(ad format + skin)
 - g. VideoAd, AudioAd

The creatives must be prepared according to [Onet.pl tech specification](#).

21. In case of placements planned on **Wp.pl**, **o2.pl**, **Interia.pl**, **Gazeta.pl** and concerning:
- a. Takeover
 - b. Sponsoring
 - c. Screening
 - d. CPA, CPC

The creatives must be prepared according to publishers technical specification:

- [o2.pl tech spec](#)
- [Interia.pl tech spec](#)
- [Gazeta.pl tech spec](#)
- [Wp.pl spec](#) (polish only) – english on request

II. COMPLETE SET OF CAMPAIGN MATERIALS.

Complete set of materials should be delivered once for the whole campaign.

As complete set of materials one should understand:

- All creatives prepared according to this specification
- All active URL's
- HTML/JS codes if nessecary

Naming policy:

Adformat_size_version/placement

examples:

- | | |
|------------------------------|---|
| baner_468x60.swf | - there's only one baner in the campaign |
| brandmark_300x300_v1.swf | - there're many creative lines of brandmarks of 300x250px size |
| popup_250x250_onet.swf | - creative specified for onet only |
| toplayer_400x400_v3_onet.swf | - creative specified for onet and there's more than one creative line |

Please note:

1. Version and placement name are not obligatory when there is only one version of the creative.
2. Default creative files should be named as their flash equivalent.
3. Use only lower case letters in filenames. Please do not use polish native letters.

III. CREATIVE GUIDELINE

STANDARD ADS

NAME	FORMAT	SIZE	WEIGHT	TIME
Baner	GIF/JPG, SWF	468x60 px	do 20 kB	-
Billboard	GIF/JPG, SWF	750x100 px	do 30 kB	-
Doublebillboard	GIF/JPG, SWF	750x200 px	do 40 kB	-
Button	GIF/JPG, SWF	120x90 px	do 10 kB	-
Rectangle	GIF/JPG, SWF	336x280 px	do 30 kB	-
Large Rectangle	GIF/JPG, SWF	300x250 px	do 35 kB	-
Skyscraper	GIF/JPG, SWF	120x600 px	do 30 kB	-
Super Skyscraper	GIF/JPG, SWF	160x600 px	do 35 kB	-

FLOATING TYPE ADS

NAME	FORMAT	SIZE	WEIGHT	TIME
Brandmark	SWF	400x400 px	do 35 kB	-
Toplayer	SWF	scale - 4 : 3	do 35 kB	max. 15 s.
Expand Baner 468x60	GIF/JPG, SWF	Rozwinięty 468x240 px	Do 25 kB	-
Expand/PushBillboard 750x100	GIF/JPG, SWF	Rozwinięty 750x300 px	Do 45 kB	-
Expand Skyscraper	GIF/JPG, SWF	Rozwinięty 240x600 px	do 45 kB	-
Expand Super Skyscraper	GIF/JPG, SWF	Rozwinięty 320x600 px	do 45 kB	-
Scroll Baner	GIF/JPG, SWF	468x60 px	do 20 kB	-
Scroll Billboard	GIF/JPG, SWF	750x100 px	do 30 kB	-
Scroll Skyscraper	GIF/JPG, SWF	120x600 px	do 30 kB	-
Scroll Super Skyscraper	GIF/JPG, SWF	160x600 px	do 35 kB	-
Scroller	GIF/JPG,SWF	800x30 px	do 20 kB	-
Corner	SWF	90 x 90 px 800x600 px	do 30kB	-
Comet Cursor	GIF/JPG, SWF	64 x 64 px	do 15 kB	-

Please note:

1. It is essential that creatives must not exceed the details presented in the tables. If there is a request to support larger files, it has to be clearly pointed in the mediaplan.
2. Ad forms which are not included in the tables above may be tracked by SMP with gDE+ tracking scripts. The creatives must be prepared according to publishers tech spec.

IV. CREATIVE TECHNICAL SPECIFICATIONS.

:: DEFAULT CREATIVES .GIF/JPG ::

- creative must have weight and size according to the type
- creative must have the same name as it's flash equivalent

:: STANDARD ADS ::

Baner/Billboard/Doublebillboard/Skyscraper/Rectangle

- creative must have weight and size according to the type
- creative must have the same name as it's default equivalent
- creative must have the following clickthrough binding:

```
on (release)
{
  getURL(_root.clickTag,"_blank");
}
```

TIP: This action can be attached to a button object placed on main timeline, on the highest layer of creative

- along with the flash file a hexadecimal background color is required

Screening

DESCRIPTION: The main advantage of this creative is the wallpaper skin, it is a combination of Standard Ad and a skin.

WEIGHT: According to publisher spec

SIZE: According to publisher spec

FORMAT: Creative – JPG/GIF/SWF

Skin – JPG/GIF

Flash creative can be prepared in conformity with the Standard Ads described in this document. The skin itself must be prepared according to publisher's spec.

:: FLOATING TYPE ADS ::

Brandmark

DESCRIPTION: A floating advertisement that is delivered on top of website's content. It can be dragged around in a browser window. The beam attached on top of this square and used to drag the whole creative can not be clickable. The creative also must have a minimalisation and maximalization button along with a close button attached.

WEIGHT: 35kB
SIZE: 400x400 pikseli
FORMAT: Flash (SWF)

Flash Technology (SWF)

1. An advertisement has to be created in flash version 8 or lower.
2. The advertisement has to have "_root.clickTag" action

```
on (release)
{
  getURL(_root.clickTag,"_blank");
}
```

This action should be attached to button object placed on main timeline, on the highest layer of creative.

3. The URL for action "_root.clickTag" should be sent with all the materials
4. A close button (shape of „X”) has to be placed in right upper corner of the creative and it has to be clearly visible. The minimal dimension of the close button is 14x14 px. It has to have a following function binded:

```
on (release)
{
  getURL(_root.adclose,"_self");
}
```

The creative must also have a minimalize button along with a function binded:

```
on (release)
{
  getURL(_root.dolittle,"_self");
}
```

In the folded state the ad can not be active on a zone bigger than the size of the beam. The size of the beam in folded state is set by the SMP in the JS serving code.

Please note: Clickable button symbol can not be set on the beam. User can not be redirected while he/she clicks&holds the beam to drag the ad around.

The creative should have a maximize button to get it to the unfolded state again along with a binding:

```
on (release)
{
  getURL(_root.doexpand,"_self");
}
```

This function is responsible for expanding the creative to the size from the beginning.

Toplayer

DESCRIPTION:	An advertisement in animated form, displayed above the content of the site, in any place. Maximum duration is 15 sec. The advertisement has to have a visible closing button 'X'.
WEIGHT:	up to 35kB
SIZE:	4:3 scale
FORMAT:	Flash (SWF),

Flash Technology (SWF)

1. The advertisement has to be prepared in flash version 8.0 or lower
2. The advertisement has to have “_root.clickTag” action:

```
on (release)
{
    getURL(_root.clickTag,"_blank");
}
```

This action should be attached to button object placed on main timeline, on the highest layer of creative.

3. The destination URL for action “_root.clickTag” should be sent with all the materials.
4. The closing button 'X' should be clearly visible throughout the whole emission time, should be placed in upper right corner of the main graphic element and should be of size min. 14x14 px. The button must be associated with the following AS code:

```
on (release)
{
    getURL(_root.clickTag,"_blank");
}
```

5. The advertisement should close itself automatically in max. 15 sec.

Expandables

Baner, Billboard/Doublebillboard, Skyscraper

DESCRIPTION:	A Flash creative in size of 750xZ or 120xZ 160xZ px together with replacement creative .gif (750x100 / 120x600 / 160x600), where Z is the size after expansion. The creative should have an active area on its whole surface and throughout the whole emission time (in the folded and unfolded state).
WEIGHT:	Baner – 25 kb Billboard/Doublebillboard – 45 kb Skyscraper – 45 kb
SIZE:	Baner – 468x60 -> 468x240 Billboard/doublebillboard – 750x100/750x200 -> 750x300 Skyscraper – 120x600 -> 240x600 / 160x600 -> 320x600
FORMAT:	Flash (SWF)

Technology Flash (SWF)

1. The advertisement has to be prepared in FLASH MACROMEDIA version 8.0 or lower
2. The creative has to have following bindings:

```
on (rollOver)
{
    getURL(_root.doexpand,"_self");
}
```

```
on (rollOut)
{
    getURL(_root.dolittle,"_self");
}
```

```
}  
  
on (release)  
{  
    getURL(_root.clickTag,"_blank");  
}
```

The size of the visible area in the folded and unfolded state is regulated by the numerical parameters in the functions "dolittle()" and „doexpand()" in the serving code. After directing the mouse on the advertisement it should unfold, whereas after moving the mouse off the advertisement's area, the layer should fold to the original state.

3. In the autoexpand variation of this creative the time of full expanded state must not exceed 3 seconds. Corresponding functions for folded and unfolded state should be executed automatically via Action Script.

CAUTION: in the case of expand skyscrapers you should draw attention to the fact, whether on the given website, to which the creative is prepared (expand skyscraper) it should unfold to the right or to the left, and prepare the material accordingly.

Scroller

DESCRIPTION: An advertisement stripe delivered at the bottom of a browser window. The advertisement moves up and down, when user scrolls the site. It can contain text and graphic elements, both static and animated, that move horizontally along the stripe. SMP provides the stripe scrolling. You can choose the direction of scrolling (right or left).

WEIGHT: 15kB

SIZE: 800x30

FORMAT: Flash (SWF)JPG/GIF

Flash Technology (SWF)

1. The advertisement has to be prepared in flash version 8.0 or lower
2. The advertisement has to have “_root.clickTag” action:

```
on (release)  
{  
    getURL(_root.clickTag,"_blank");  
}
```

This action should be attached to button object placed on main timeline, on the highest layer of creative.

3. The destination URL for action “_root.clickTag” should be sent with all the materials.
4. The closing button is prepared by SMP.

Push Billboard/Doublebillboard

DESCRIPTION: The emission begins with displaying a minimized form in size of 750x100 px. Once the .swf creative is loaded, it calls dopushlock() function. It automatically stretches the service and uncovers the layer where a creative is placed to the size of 750x300 pixels. After 5 seconds, dopushunlock() function is invoked, which starts to gradually unstretch the service and cover .swf creative to the initial size. After this process is completed, the dopushon() and dopushoff() functions, which operate by analogy to the ones described above are unblocked; their invocation is regulated by the user's actions (moving the cursor with the mouse over/off a creative). Up to that moment, animation effects, invoked after moving the cursor over/off a creative, should be blocked in the flash creative (unless the conception is otherwise).

WEIGHT: do 45kB

SIZE: 750x100 + 750x300 pikseli
FORMAT: Flash (SWF)

Flash Technology (SWF)

1. The advertisement has to be prepared in flash version 8.0 or lower
2. Creative should have an active area on its all surface and throughout all ad impression period (in rolled down and expanded form) with the following link:

```
on (rollOver)
{
    getURL("javascript:dopushon();", "_self");
}
on (rollOut)
{
    getURL("javascript:dopushoff();", "_self");
}
```

3. When fully downloaded, a creative should invoke the following:

```
getURL("javascript:dopushlock();", "_self");
```

4. 5 seconds after downloading, a creative should invoke the following:

```
getURL("javascript:dopushunlock();", "_self");
```

5. Correctness of creative loading checking mechanism will not be verified by technical service due to difficulty in verifying binary swf-files.
6. Serving code service resolves to stretching and downloading the advertisement-zone in HTML content and gradually coming off and covering the swf creative with JavaScript mechanisms, available for browsers from MSIE-family with speed of default 30 ms. Stretching of the zone begins in the moment of calling dopushlock() or dopushon() function and its downloading in the moment of calling dopushunlock() or dopushoff() function.
7. For slow computers or/and creatives, websites overloading much resources the speed can be lower or irregular.
8. You should remember that invoking any of JavaScript functions mentioned above means only starting the process of stretching or downloading the service and – except of gradually covering or uncovering the swf-creative – doesn't have any other effect on the creative, all animations must be initiated inside the creative. It should also be remembered that before the dopushunlock() function is called, the dopushon() and dopushoff() functions are blocked, what gives a reason why similar effects are blocked inside the creative.

Scroll Baner/Billboard/Doublebillboard/Skyscraper

DESCRIPTION: An advertisement, which – after it was displayed – remains visible all the time the user remains on the site. The ad moves up and down when user scrolls the site. The advertisement has a visible closing button „X”, clicking on which sends back to its advertisement slot on the site.

WEIGHT: Like for Standard Ad.

SIZE: Baner – 468x60
Billboard – 750x100
Double Billboard - 750x200
Skyscraper – 120x600/160x600

FORMAT: Flash (SWF)/JPG/GIF

Flash Technology (SWF)

1. The advertisement has to be prepared in FLASH MACROMEDIA version 8.0 or lower
2. The advertisement has to have “_root.clickTag” action:

```
on (release)
{
    getURL(_root.clickTag,"_blank");
}
```

This action should be attached to button object placed on main timeline, on the highest layer of creative.

3. The URL to action “_root.clickTag” should be sent with all the materials.
4. The closing button will be prepared by SMP. It can be also prepared by the creative agency. In this case the close button has to have a function binded:

```
on (release)
{
    getURL(_root.adclose,"_self");
}
```

Close button „X” must be placed in the upper right corner of the creative and it must be clearly visible. Minimum size of the X is 14x14 px.

Corner

DESCRIPTION:	Expandable box, placed in right upper corner of the site. It must have a close button „X”.
WEIGHT:	30 kB
SIZE:	90x90 + 800x600 px
FORMAT:	Flash (SWF)

Flash Technology (SWF)

1. The advertisement has to be prepared in flash version 8.0 or lower
2. The creative has to have following bindings:

```
on (rollOver)
{
    getURL(_root.doexpand,"_self");
}
```

```
on (rollOut)
{
    getURL(_root.dolittle,"_self");
}
```

```
on (release)
{
    getURL(_root.clickTag,"_blank");
}
```

3. The size of the visible area in the folded and unfolded state is regulated by the numerical parameters in the functions “dolittle()” and “doexpand()” in the serving code. After directing the mouse on the advertisement it should unfold, whereas after moving the mouse off the advertisement’s area, the layer should fold to the original state.
4. A visible closing „X” has to be placed nearby the corner of the advertisement (both in folded and unfolded state).

Comet Cursor

DESCRIPTION:	An ad placed next to the mouse pointer. It follows the pointer wherever it goes.
WEIGHT:	20kB
SIZE:	64 x 64 px
FORMAT:	GIF/JPG, Flash

Flash Technology (SWF)

1. The advertisement has to be prepared in flash version 8.0 or lower
2. There is no need in placing any AS functions in the creative to support it's functionality within the adserver.

V. STREAMING

A whole package of assets consists of two items:

1. A creative being a flash player
2. Source of streaming – a flv file

- Flash player should be created according to limits described in this document (example: a rectangle flash player should be within max size, weight and with basic functions described in the Standard Ads section).
- Flash player should have visible buttons responsible for stopping, resuming, pausing and muting (if nessecary).
- Weight of standard flv file shoudn't be more than 500kB
- Video shoud not exceed 20 seconds of playing.
- Streaming rate should not exceed 512 kbps. We reccomend 256 kbps.

VI. MAILING.

SMP supports statistics from e-mailing. In this case a creative is a html file with Sabela's tracking pixel included. Additionaly all redirects must be replaced with Sabela's tracking codes in order to count clicks.

Materials needed for each e-mailing delivery consists of html file with additional graphics and information:

1. Name of the sender
2. E-mail topic
3. Reply-to email
4. Footer with advertiser details
5. E-mail test adreeses

The html creative should be prepared according to publishers tech spec. The list of most of polish publishers and their tech specifications:

Onet.pl	- tech. spec. or directly on Onet.pl website
Wp.pl	- tech. spec (polish only) – english on request
Interia.pl	- tech. spec. or directly on Interia.pl website
Gazeta.pl	- tech. spec. or directly on Gazeta.pl website
O2.pl	- tech. spec.
Ad.net	- tech. spec. (polish only) – english on request
IDMnet	- tech. spec.

VII. CONVERSION/SPOTLIGHT

Let us assume that term C/S will stand for Conversion/Spotlight.

If there is a need of measuring C/S activities in a campaign we request:

1. Exact URL's of the pages, where C/S scripts are placed along with a advertisers name for those pages with a limit of 32 letters.
2. If the C/S scripts are made by Gemius we need an email with confirmation that SMP can process the data from these scripts.

In case we prepare our own C/S scripts, the code used will be Javascript by default (gemiusTraffic script). SMP should have at least 5 days for preparing such a script and confirming it's implementation on the advertiser site before the campaign starts.

The max 5 days process is as follows:

1. Generating C/S script
2. Implementing C/S script on advertisers website
3. Verification of the placed script and a test conversion.