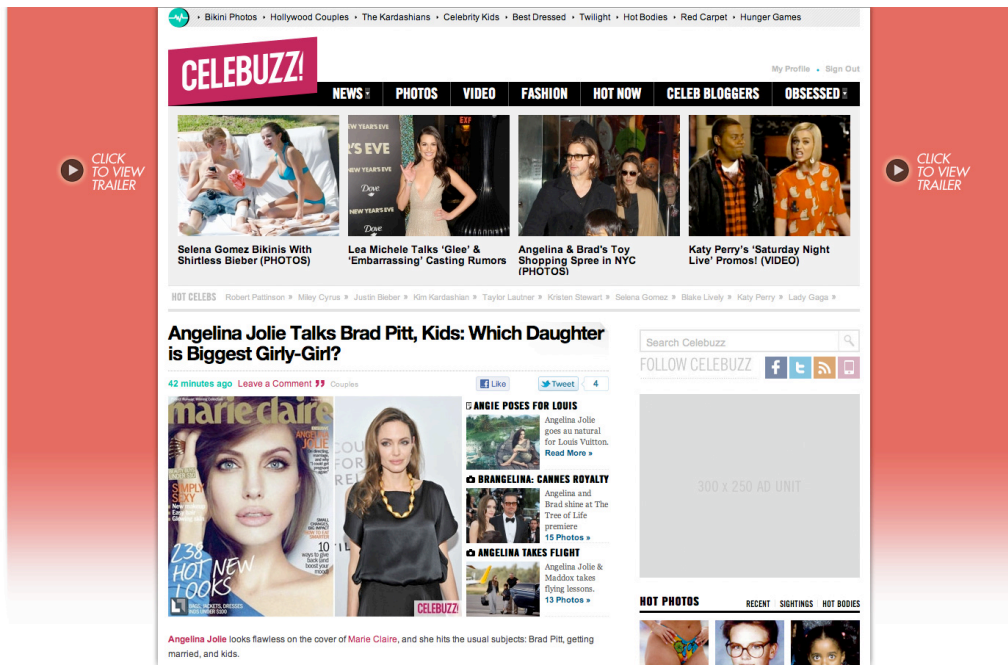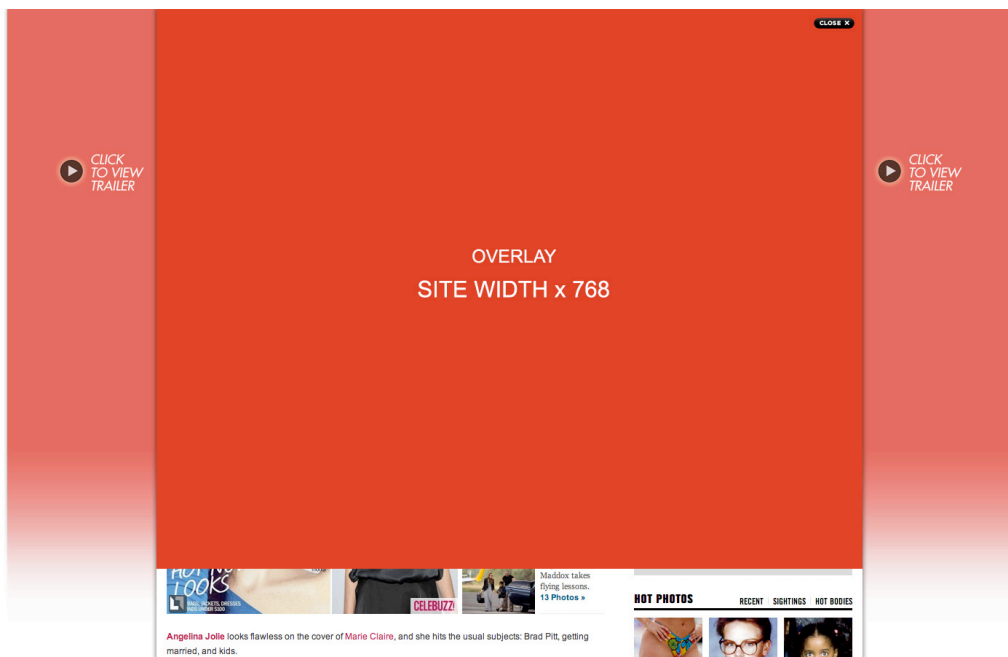# BUZZMEDIA™

Active Skins

Active Skins are branded, static skins that initiate a full-screen branded overlay when clicked. The expanded overlay spans the entire width of the site and can house additional branding and key art, a video or multiple videos, a quiz, game, poll, etc.

INITIAL COLLAPSED STATE

EXPANDED STATE

BUZZMEDIA™

http://www.purevolume.com/?dfpKeyval=page:jetpackactive;page:exclude

Specs:

Skin Dimensions:	• Width: Site Width (varies per site) • Height: 900px
Overlay Dimensions:	• Width: Site Width (varies per site) • Height: 768 px (above the fold)
File Size (flash):	• 50kb initial load max, 150kb subsequent load max for SWFs. Total File Size (Initial + Polite): 200k
Audio:	• Must be user-initiated
Video:	• Video can auto-play
Animation:	• None
Frequency:	• No frequency cap
General:	• Option to include quiz, poll, video/s, or other branded content within expanded overlay • Unit starts out with skin only. Overlay expands upon user click. • Overlay must contain a clearly defined close button. Close buttons: Top right corner (Prominent and obvious) • Clickable static skin built in house, using client assets, and optimized to 1280 screen resolution
Tracking:	• 1x1 impression tracking pixel for skin and overlay
3rd Party Tracking:	• Accepted
3rd Party Serving:	• N/A

BUZZMEDIA Build:
This execution must be built in house

Deliverable	Description
Ad creative / key art / logo / title treatment	Layered PSD , high-res images
Style Guide	PDF
Fonts / Copy	Mac and PC format / Word Doc
Video	Standard video, Aspect Ratio 16:9, file type QT Uncompressed, file size 25MB, time :30 sec
Storyboard / Mock-up	JPEG or PDF
3rd party click tag	Client provided tracking tag and any specifications on what needs to be tracked.

• BUZZMEDA build: requires a 10-12-day turnaround time for build, testing and implementation after creative approvals.