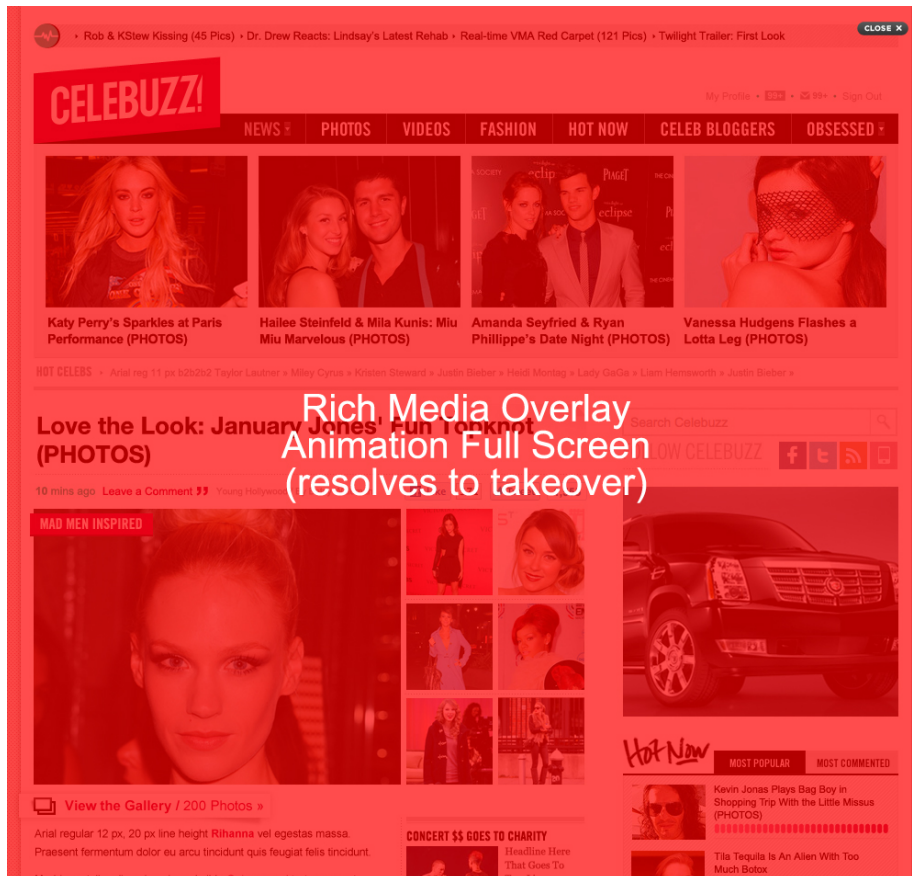


## Rich Media Overlay

The Rich Media Overlay is a premium ad unit that engages the user into an advertiser's message by momentarily overlaying page content with graphic and transparent design elements, increasing impact and recall. This unit commonly resolves into a takeover.



**Demo Link:** <http://idolator.com/?campaignId=5211;page:exclude>

### Specs:

<b>Dimensions:</b>	<ul style="list-style-type: none"> <li>Height covers site above the fold</li> <li>Width varies depending on site</li> </ul>
<b>File Size (flash):</b>	<ul style="list-style-type: none"> <li>50kb initial load max, 150kb subsequent load max for SWFs. Total File Size (Initial + Polite): 200k</li> </ul>
<b>Audio:</b>	<ul style="list-style-type: none"> <li>Must be user-initiated</li> </ul>
<b>Video:</b>	<ul style="list-style-type: none"> <li><i>Video auto play</i> – audio must be user-initiated</li> <li><i>Video user-initiated</i> – audio can automatically play</li> <li>User-initiated load should be less than 1.5MB</li> <li>Video Ratio: 16:9</li> <li>Format: MOV, FLV uncompressed</li> </ul>

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	<ul style="list-style-type: none"> <li>• Max FPS: 18-25</li> </ul>
<b>Animation:</b>	<ul style="list-style-type: none"> <li>• 8 seconds</li> </ul>
<b>Frequency:</b>	<ul style="list-style-type: none"> <li>• Once per 24 (cookie based)</li> </ul>
<b>General:</b>	<ul style="list-style-type: none"> <li>• RMO is built in-house with Unicast and served thru DFP</li> <li>• Client can also built unit and deliver an ad tag</li> <li>• Must contain a clearly defined “Close” button in top right corner</li> <li>• Must contain “Advertisement” in prominent space</li> <li>• If manipulating site content, site must be “faked”</li> <li>• If video/audio is enabled, ad unit must contain play, pause and audio control buttons</li> <li>• Unit closes after 8secs of no user interaction</li> <li>• Creative optimized to 1280 screen resolution</li> </ul>
<b>Tracking:</b>	<ul style="list-style-type: none"> <li>• 3<sup>rd</sup> party or in-house tracking</li> <li>• Tracked with pixel and click tag</li> </ul>
<b>3rd Party Tracking:</b>	<ul style="list-style-type: none"> <li>• Accepted</li> </ul>
<b>3rd Party Serving:</b>	<ul style="list-style-type: none"> <li>• Ad Tag Accepted</li> </ul>

## Client Build:

### DELIVERABLES

Deliverable	Description
Completed Flash Files or ad tag	SWF with Accompanying FLA, FLVs, fonts and any sub-loaded files
Layered PSD of overlay	Mocked up on one of our sites (site with largest width for re-sizing)
3rd party click tag	Client provided tracking tag and any specifications on what needs to be tracked.

### FLASH SPECS

<b>Actionscript:</b>	<ul style="list-style-type: none"> <li>• AS Version: AS2 or AS3</li> <li>• No capital letters anywhere in the url structure (movie.flv, not MOVIE.flv)</li> <li>• No file structure, use same directory, add all in same file</li> <li>• Cannot reference _root, or stage, but can use parent</li> </ul>
<b>SWF Version:</b>	9
<b>Flash:</b>	FLA provided must include all fonts, class files, flv, etc.
<b>3<sup>rd</sup> Party Tag:</b>	Flash MUST set cookie when expansion closes and stay closed on refresh, next page
<b>Tracking Specs:</b>	Must be pre-worked into flash, event names need to be provided. Examples below.

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	<p>AS2 Version:</p> <pre>flash.external.ExternalInterface.call('swfTracking', 'Param1,Param12,Param3');</pre> <p>AS3 Version:</p> <pre>import flash.external.ExternalInterface; if (ExternalInterface.available) {     ExternalInterface.call('swfTracking', 'Param1,Param12,Param3'); }</pre> <p><b>Note:</b> The three parameters are usually the unit type, event name, campaign name. So, for example, if you want to track video plays:</p> <pre>flash.external.ExternalInterface.call('swfTracking', 'overlay,Video1 Play,Aloft');</pre>
<b>Timeline</b>	We require a 4-6 day turnaround time for testing, sizing, and implementation

- If source files are delivered, we can size out the unit for the various width of our sites

## BUZZMEDIA Build:

Deliverable	Description
Ad creative / key art / logo / title treatment	Layered PSD
Style Guide	PDF
Fonts / Copy	Mac and PC format / Word Doc
Video(s)	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 10-14-day turnaround time for mock, build, testing and implementation.