

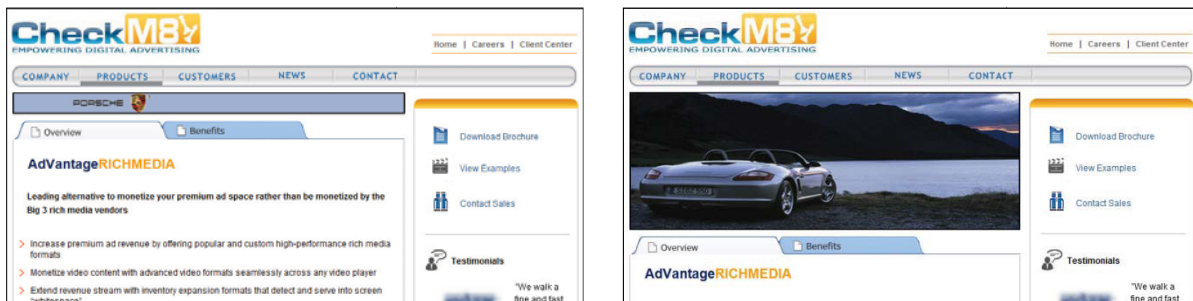
CheckM8

AdVantageRICHMEDIA Studio

Slider/Pushdown Specs

Description:

The Slider/Pushdown dynamically creates premium branding and direct response ad estate by pushing down or expanding over page content upon user interaction, optionally on page load or only by user interaction, upon which it collapses into a replay or leave behind message.



Specifications

Dimensions:

Maximum width: 1025px

Maximum height:

Expanded: 450px / Collapsed: 35px

Media types:

Flash (swf) and Images (jpg, png, gif).

File size:

Suggested up to 100KB (Maximum up to 5MB – Extra fees may apply).

Flash specifics:

Up to 25fps (recommended 18fps).

Maximum Expand Time: (optional)

15 seconds (auto or user-initiated).

Controls:

Creative must include a visible “collapse” or “close ad” button.



Production Guidelines

The Slider/Pushdown unit is built from two creatives, the auto version and the manual one. The first time a user visits the page, the auto version will automatically expand. From the second visit only the manual will appear and expand upon user initiation.

- Each Slider (auto-expanding or manual version) is created as one SWF movie file.
- Start animation on the second frame, leave the first frame blank.
- Create movie clip elements: header, play/collapse button, invisible button.
- Frame settings:
 - “stop();” and “transition down” for collapse.
 - “transition up” for expand.

Auto Expanding Slider:

Header: (REF: slider_auto.fla)

Start movie from the second frame for maximum of 7 seconds (optional) and then collapse with final frame action:

```
fscommand("cm8_collapse");
```

Play Again button:

```
on(press) {fscommand("cm8_expand");_root.gotoAndPlay("expand");}
```

Collapse button:

```
on(press) {fscommand("cm8_collapse");_root.gotoAndPlay("collapse");}
```

Invisible button: upper most layer on press or release for Click-through URL

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

Manual Expanding Slider:

Header: (REF: slider_manual.fla)

Start movie from the first frame:

```
stop();
```

Click play button to expand ad play for maximum of 7 seconds (optional) and then collapse with final frame action:

```
fscommand("cm8_collapse");
```

Repeat Auto Expanding Slider guidelines for Play Again, Collapse and Invisible buttons.