



Sportnetwork Masthead Ad

Introduction

The sportnetwork Masthead Ad Placement is a 980x250 in-page Rich Media creative. It's a placement on the homepage of www.corrieredellosport.com or www.tuttosport.com and is capped to one impression per user per day. The Ad Placement can also be removed by using the custom close button which causes the ad slot containing the creative to close and the page content to shift upwards.



A demo of this format is available [here](#)

Format

Specifications

Format: In Page

Format Dimension: 980x250

Site Placement: www.corrieredellospport.it & www.tuttosport.com

Close Button Mandatory: This is included within the template

Video: Maximum autoplay length 40 Second

Maximum bitrate 800 kbps

The video can start automatically with sound ON, but there has to be a sound button to disactivate it.

Maximum FLV weight 2.5 MB

Play / stop / pause video controls are optional

Initial File Size Limit (preloader): 100kb

NOTE: This format MUST be made on the DoubleClick platform STUDIO

Build

&

Delivery

A best practice for working with DoubleClick Studio is to use a parent file: an empty Flash file with the stage size set to those of the format dimensions (980x250). The parent file holds the Studio components, imports & holds the creative assets, and in this instance includes the Close Button which will remove the ad placement from the publishers site.

Taking into account this best practice, a minimum of two files are required for this format.

1. SportNetwork_980x250_parent.fla (Parent file)

> This is the parent file. It contains the Enabler, Polite Load components & Sport Network close button.

> Stage Dimensions: 980x250.

> Close Button: The design of the actual close button can change however please make sure the AS within Frame 1 of this file remains as follows:

AS2

```
/**START OF SPORTNETWORK CLOSE BUTTON CODE***/  
//The Following code causes the ad slot to collapse, please make sure your close button is called  
btn_Chiudi and calls this function  
btn_Chiudi.onRelease = function(){  
    Enabler.counter("Chiusura Masthead");  
    getURL("javascript:hideStrip();void(0);");  
};
```

```
}  
/**END OF SPORTNETWORK CLOSE BUTTON CODE**//
```

AS3

```
/**START OF SPORTNETWORK CLOSE BUTTON CODE**//  
//The Following code causes the ad slot to collapse, please make sure your close button is called  
btn_Chiudi and calls this function  
import flash.events.MouseEvent;  
import flash.external.ExternalInterface;  
function chiusura(e:MouseEvent):void {  
    Enabler.counter("Chiusura Masthead");  
    ExternalInterface.call("hideStrip");  
}  
btn_Chiudi.addEventListener(MouseEvent.CLICK, chiusura);  
/**END OF SPORTNETWORK CLOSE BUTTON CODE**//
```

NOTE: The close button must have an instance name of btn_Chiudi

2. SportNetwork_980x250_child.fla (Collapsed file)

- > This is the child creative that will be displayed to the user as soon as the page has finished loading.
- > Stage Dimensions: 980x250.

NOTE: Please ensure you also refer to the Format Specifications above especially with regard to any video within the creative.

Template files are available to assist in the creative build and can be downloaded below:

AS2

AS3

NOTE: The template files may need to have their component set updated. To check, please open the initial file and select the DoubleClick Studio Enabler. Once selected, launch the Component Inspector in order to view the component version number in the bottom right corner. If the component number is red, there is an update available. Please click the red version number to open a link to the DoubleClick Studio homepage where the latest components can be downloaded. For more information, please see:

www.google.com/support/richmedia/bin/answer.py?answer=166660&hl=en

Once completed your assets should be uploaded to DoubleClick Studio where you will be able to test the creative in the preview area. Please note that the creative should be set up using the In Page format with the placement dimensions of 980x250. Once the creative has been tested please go to the Publish tab and publish all relevant creatives to QA.

Timelines

We guarantee that we will QA a creative within half a business day of it being published in Studio. However, we would always recommend you publish creative at least 9 days before they're due to go live to account for QA revisions, trafficking time and publisher testing time.

NOTE: Sportnetwork request that finalised creatives are submitted to them 4 days prior to launch. At this time, the creative must have passed QA by both DoubleClick & Sportnetwork.

Contact Us

If you still have any questions relating to this format or build then please feel free to contact our Rich Media Technical Support team at dclk-drmtechnical@google.com

About

DoubleClick

For advertisers and publishers who need to reach a target audience, the Google's DoubleClick™ product suite is an advertising platform that maximizes revenue growth and return on advertising spend through a unique and innovative ad targeting process. The experience and innovative spirit at DoubleClick drives a constant evolution of products and solutions, ensuring the best, most effective advertising tools are always at our customers' command.

www.doubleclick.com

www.richmediagallery.com

