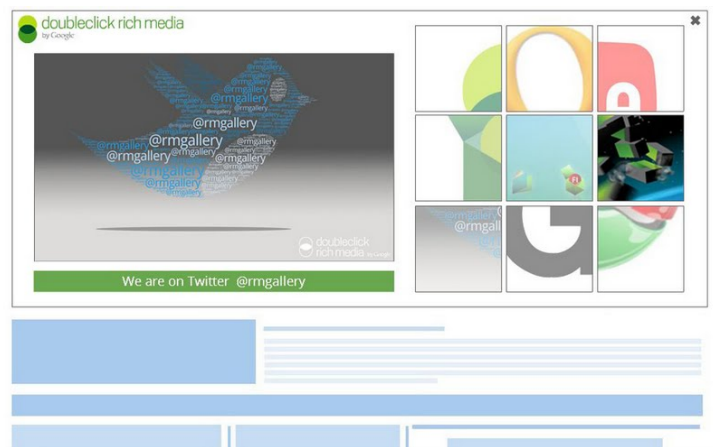
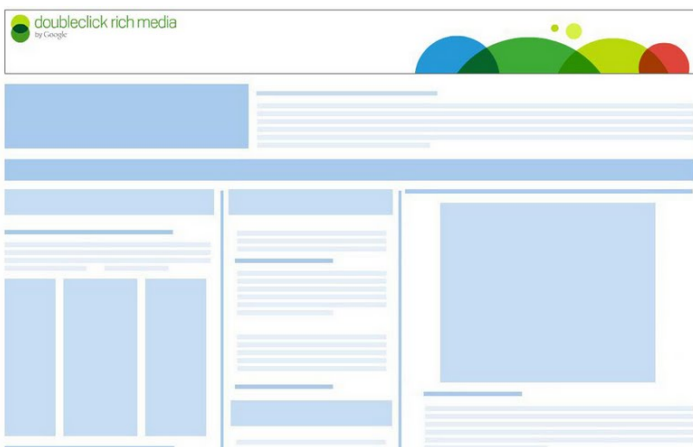


IAB Rising Stars Pushdown Build Guide

Introduction

The top of any web site is often full of many important page elements, such as a site logo, site navigation & search bars, login or account information and then just below these there is all of the articles and page content which a user has gone to the site to see in the first place. Because of all of this the page real estate at a top of a site is in limited supply which is where the IAB Pushdown format comes into its own.

The IAB pushdown creative is made to sit elegantly at the top of a publishers site allowing for advertising to be displayed along with all of the important page elements the top of a site needs without taking up too much of this space. But this is where the IAB Pushdown really shines. As once a user interacts with the IAB Pushdown it expands, but instead of covering any of the sites page content it allows for everything to continue to remain visible. It does this by pushing the page content downwards as it expands creating new space for the advertiser to use without it ever stopping a user from not being able to see or interact with any of the sites actual content.



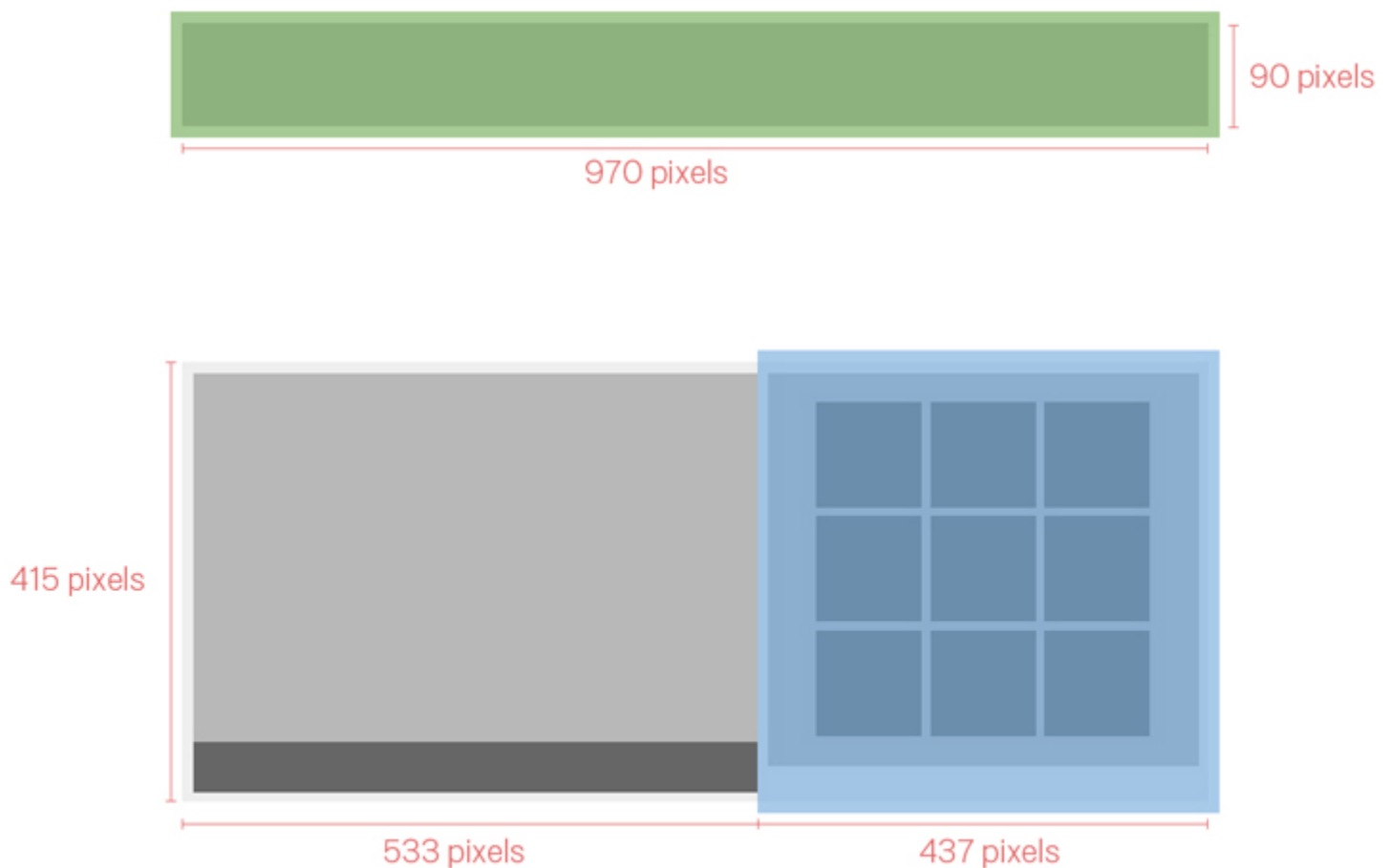
A demo of this format is available [here](#)

IAB Pushdown

The IAB Rising Stars Pushdown format is constantly changing & evolving, with the latest changes to the Format being made by the iab at the end of July. This guide gives you an example of version 1 of the format, and demonstrates how to add a gallery and image viewer into the expanded section of the the creative. If theres anything you're trying to do which isn't covered by this guide please make sure to contact our Rich Media Technical Services team at dclk-drmtechnical@google.com

The IAB Pushdown consists of a 970x90 creative that expands downwards to 970x415 on click.

The collapsed or contracted area (970x90) is flexible in its use however the expanded panel (970x415) should contain a thumbnail gallery on the right of the expand and an image area to display each selected thumbnail on the left.



NOTE: This Build Guide outlines the process for building the IAB Pushdown unit, as seen [here](#). However by using DoubleClick Studio you can easily create a Pushdown creative of any size and have it contain any creative concept.

Format

Specifications

- > Collapsed Dimensions: 970x90
- > Expanded Dimensions: 970x415
- > Expand Direction: Down
- > Initial File Size Limit (preloader): 40kb
- > Initial File Size Limit (after load): 60kb
- > Maximum Total Creative File Size: 30MB
- > Backup Image File size Limit: 50kb
- > Sound: Only after user initiation (click)

NOTE: These specifications are set by the IAB, and as such are standards for the format, it's likely that individual publishers will have their own specifications about this format so always be sure to check with the publisher for exact ad specifications.

Build

&

Delivery

The IAB Pushdown format is created as an Expanding creative using the DoubleClick Studio Components within Flash and then should be set up as an Expanding Format within Studio once the finished files are uploaded there. The actual Pushdown functionality is then set-up within either the Studio, DFA or DFP interfaces. The IAB Pushdown can be built in either AS2 or AS3. Fully functioning template files for these can be downloaded below;

AS2 AS3

NOTE: When building this format in Flash, the stage size for all files should be set to the expanded dimensions of the creative (970x415).

NOTE: In order to set-up the pushdown functionality within Studio, once your files have been uploaded, go to the Preview Tab and then select Display Options. Within the options panel then check the Pushdown check-box and the creative should then pushdown any page content beneath it once on a publishers site.

A breakdown of the files and how they work can be seen below:

1. Sample_AS2_Parent_970x415. fla (Parent file)

- > This is the parent file. It contains the Enabler, Polite Load & Expanding components.
- > Stage Dimensions: 970x415.
- > This is the collapsed creative that will be displayed to the user.

NOTE: Only the top 970x90 section will be seen by the user, despite the larger stage dimension.

2. Sample_AS2_Child_970x415. fla (Expanded file)

- > This is the expanded creative that will be displayed to the user.
- > Stage Dimensions: 970x415.
- > This sample file has been designed to pull in 9 thumbnails and 9 corresponding main images from Studio.
- > Thumbnails should be named “thumb1.jpg” through to “thumb9.jpg” and have the dimensions 120x120px.
- > The main images should be named “main1.jpg” through to “main9.jpg” and have the dimensions 500x290px.

NOTE: The thumbnails and main images should be uploaded to Studio along with all of the other assets.

3. Pushdown_970x90.jpg (Backup image)

- > Dimensions: 970x90.

NOTE: The backup image is only displayed if there is an issue displaying the Flash content to the user. For example if the user does not have Flash player installed.

Although it isn't necessary, we recommend that you build pushdowns with animated expand and collapse functionality in order to provide a smoother visual experience during expand and collapse animation.

To set this up, include the required animation in your Expanded flash file and ensure “Animated Collapse” is selected within the Expanding Component located in the parent file.

You will also need to reference the animation. This can be done in the parent file within the Expanding Component child settings by either calling a function or setting the frame to play when collapse occurs. Additionally, at the end of your animation be sure to call the following line of actionscript at the end of your collapse animation.

```
ExpandingComponent.endAnimatedCollapse();
```

Setting up the Pushdown Functionality

When ready, your creative assets should be uploaded to DoubleClick Studio. In studio, your creative should be set up as the Expand format with the placement dimensions of 970x90. In order to setup the Pushdown functionality one of the following two steps should be followed.

1. Studio

- > To set the pushdown functionality up within studio, go to the Studio preview area and open the Display Options Panel. In this panel, check the **pushdown** checkbox and select **SAVE**. Once the creative has then been tested please go to the Publish tab and publish the creatives to QA.

2. DFA or DFP

- > To set the pushdown functionality up within DFA, go to the creative properties and open the Assets tab. In this tab, check the **pushdown page content** checkbox and select **SAVE**.

NOTE: While this can be done in both Studio & DFA, we recommend that this functionality is always setup within the Studio interface.

Additional

Notes

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

The Pushdown

Format

Although this Build Guide advises you how to build the IAB Pushdown. Pushdown functionality is available to any downward expanding creative of any size dimensions. For more information on building a pushdown creative please visit our help centre [here](#) or contact our Rich Media Technical Support team at dclk-drmtechnical@google.com.

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.

Resources

- > [DEMO] IAB Rising Stars Pushdown
- > Example IAB Rising Stars Pushdown AS3 FLAs
- > Example IAB Rising Star Pushdown AS2 FLAs
- > DoubleClick Rich Media Help Centre
- > DoubleClick Rich Media Studio
- > DoubleClick Rich Media Gallery
- > [@rmgallery](#) - DoubleClick Rich Media Gallery Twitter Account

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.

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