



Picture Frame

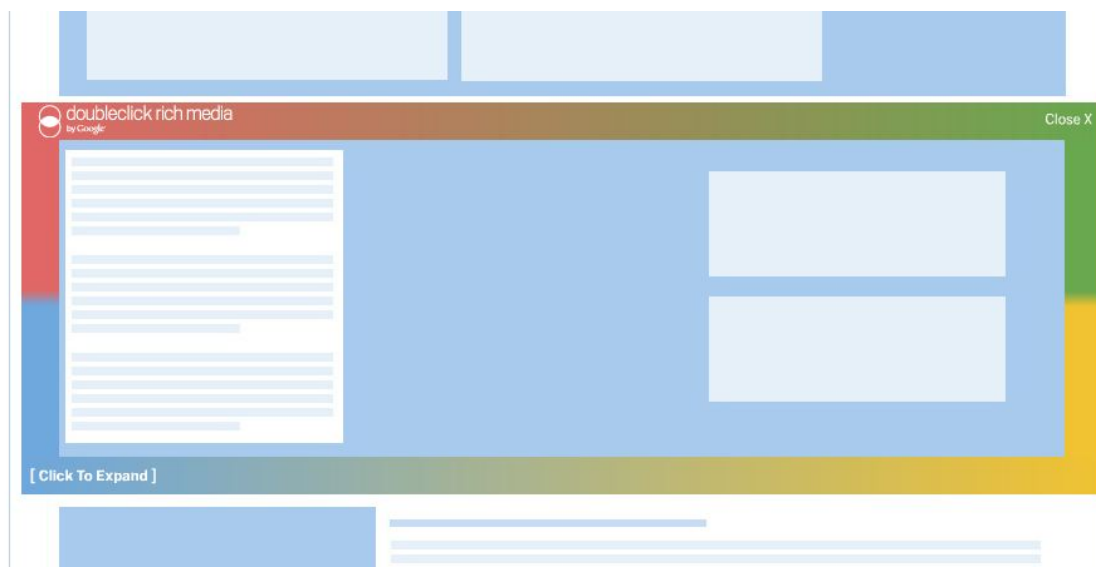
Introduction

The Picture Frame is a format designed to surround any specific area or page content on a publishers site, and can even be used to border a whole page of the site too. The Picture Frame format also includes expand functionality helping to create a stronger sense of user engagement and allowing for a more complete page takeover . The format consists of 3 Floating creatives and a Page Peel all served from one tag. Each ad can act independently or can be connected using local connection.

Two demos of this can be seen by clicking on either of the links below:

[Content](#)

[Page](#)



Build

&

Delivery

The Picture Frame consists of 3 Floating ads and a Page Peel. Template files are available to assist in the creative build and can be downloaded below:

AS3

The template files are currently setup to surround the content of the test pages above but can easily be re-sized to work on any site. A breakdown of the files and how they work can be seen below:

1. Float_Top.fla

This is the top floating ad.

- > It contains the Enabler, close button and the local connection component.
- > The ad has a button to trigger the expand. When clicked the local connection component sends the call to "Float_Left.Fla" which handles the expand.
- > This file also contains the close button. When clicked, the timeline progresses to frame 2 and sends a command via the local connection component to all the other files to close. The close call on frame 2 has a 2 second delay to ensure all ads close before the local connection object is removed.

2. Float_Left fla

This is the left Page Peel. The ad has two main functions, firstly to act as the left border and secondly, to load the expand content. As it is a page peel the flash area is clipped when in a collapsed state.

- > It contains the Enabler, local connection component and Expanding component.
- > The first frame has a event listener which picks up the call to expand from any of the ads. When triggered it calls the expand API. The expand setting are set in the Expanding Component.
- > The stage size of this file should be:
Stage Width = Stage Width of "Float_Top fla"
Stage Height = Stage Height of "Float_Right fla" + Stage Height of "Float_Top fla"
- > This file also contains a listener on frame 1. When the close button in "Float_Top fla" is clicked, a command is sent to this file which moves the timeline to frame 2. The close call on frame 2 has a 2 second delay to ensure all ads close before the local connection object is removed.

3. Float_Right fla

This is the right floating ad.

- > It contains the Enabler and the local connection component.
- > The ad has a button to trigger the expand. When clicked the local connection component sends the call to "Float_Left fla" which handles the expand.
- > This file also contains a listener on frame 1. When the close button in "Float_Top fla" is clicked, a command is sent to this file which moves the timeline to frame 2. The close call on frame 2 has a 2 second delay to ensure all ads close before the local connection object is removed.

4. Float_Bottom fla

This is the bottom floating ad.

- > It contains the Enabler and the local connection component.
- > The ad has a button to trigger the expand. When clicked the local connection component sends the call to "Float_Left fla" which handles the expand.

- > This file also contains a listener on frame 1. When the close button in "Float_Top.fla" is clicked, a command is sent to this file which moves the timeline to frame 2. The close call on frame 2 has a 2 second delay to ensure all ads close before the local connection object is removed.

5. MainExpand.fla

Main Expand is where the content for the expand is located. This file is what is loaded by "Float_Left.fla".

- > This file contains the expand mask animation as well as the video component and controls.
- > Stage dimension should be the same as "Float_Left.fla"
- > The collapse button is also located on this file. When pressed it plays the closing animation and then calls the collapse API which unloads the expand file.

Additional Notes

When uploading to Studio the units require the offset to be entered. This is achieved by going to the Studio preview area > Display Options > Select Floating 1-4 > offset X and Y

Offsets vary depending on the dimensions of the creative and the hosting sites but as a general rule to get the ads to display in the correct position each time;

X offset should be set as "PXC" or "Pixels from Centre"

Y offset should be set as "PX" or "Pixels"

This will mean no matter the screen resolution the ad will appear in the same position as it is based on the centre of the page rather than the left corner of the page.

Contact Us

If we haven't quite covered everything in this document, please contact your local Rich Media Technical Support or email dclk-drmtechnical@google.com with any follow up questions.

About

DoubleClick

For advertisers and publishers who need to reach a target audience, the 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



DoubleClick UK : Belgrave House, 76 Buckingham Palace Road, London SW1W 9TQ : Phone: +44 (0)800 912 1344

www.doubleclick.co.uk ©2010 Google Inc. All rights reserved.