

Sizmek Formats

Pushdown Single Panel

Build Guide

SizmekTM

Table Of Contents

- Overview 4**
- Supported Platforms 4**
- Specifications 4**
- Known Issues 4**
- Ad Behavior Screenshots 5**
 - Collapsed State 5**
 - Expanded State 5**
- Template Included Files 6**
- Setting up in Workshop 6**
 - To set up the Expandable in Sizmek Workshop: 6**
 - Configuring in Flash 7**
 - Banner 7**
 - Collapsed Unit (Main Content / Default Panel) 8**
 - User Initiated Content 9**
 - Auto Initiated Content 9**
- Important notes 10**
- Format API 10**
 - Collapsed Unit 10**
 - Public Properties 11**
 - Public Methods 11**
 - Events 12**
- Setting up in Platform 13**
- Custom Variables 14**
- Configuring in Workshop 14**
- Configuring in Platform 14**

Custom Variables Definitions..... 15
Change Log..... 16

Overview

This ad format is an in-page, single-panel expandable that pushes down the publisher page content as it expands. To lower initial file size, the pushdown, when user or auto expanded, loads an external SWF—containing the ad content for the expanded view—into the ad by default.

All format functionality is already programmed into the template files, so to create this ad format, all you have to do is add your creative content.

Supported Platforms

Platform	Supported Browser Version
Windows XP/7/8	Internet Explorer 7+, Firefox, Chrome, Safari
Mac OSX 10.8 & 10.9	Firefox, Chrome, Safari

Specifications

- Supports ActionScript 3.0 and 2.0
- Supports Flash Player 9 and above
- Preview only available on tag level for most accurate results
- By default, the banner asset is only a placeholder
- Supports both New and Old Client.

Known Issues

- Modifying the html elements on the publisher's page during the push animation may cause a drop in your swf's framerate.
- Workshop previews will not work in Internet Explorer.
- Frequency capping issue, Ad expands one time less than set capping. Example if capping set to 3 it will expand 2 times.

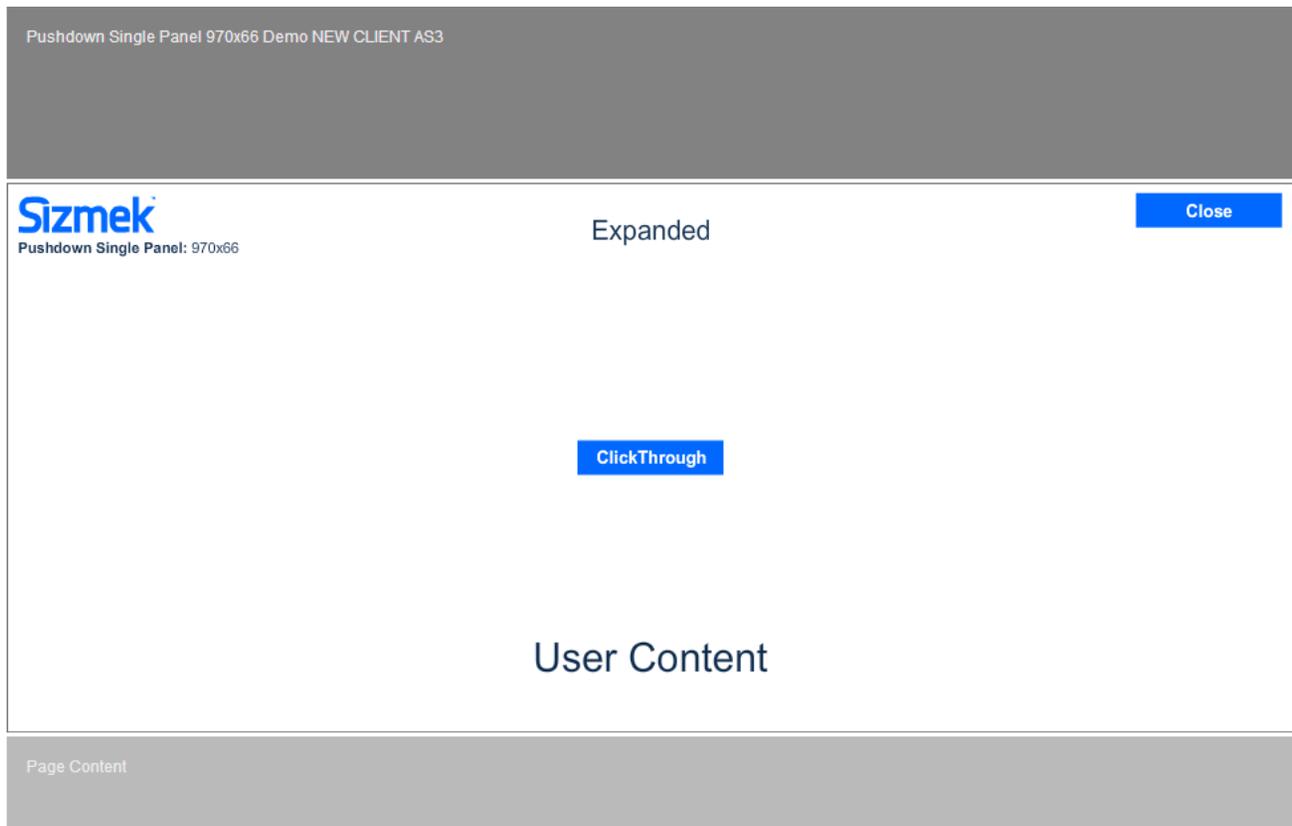
Ad Behavior Screenshots

Collapsed State



Expanded State

Pushdown expands downwards and pushes the publisher's content.



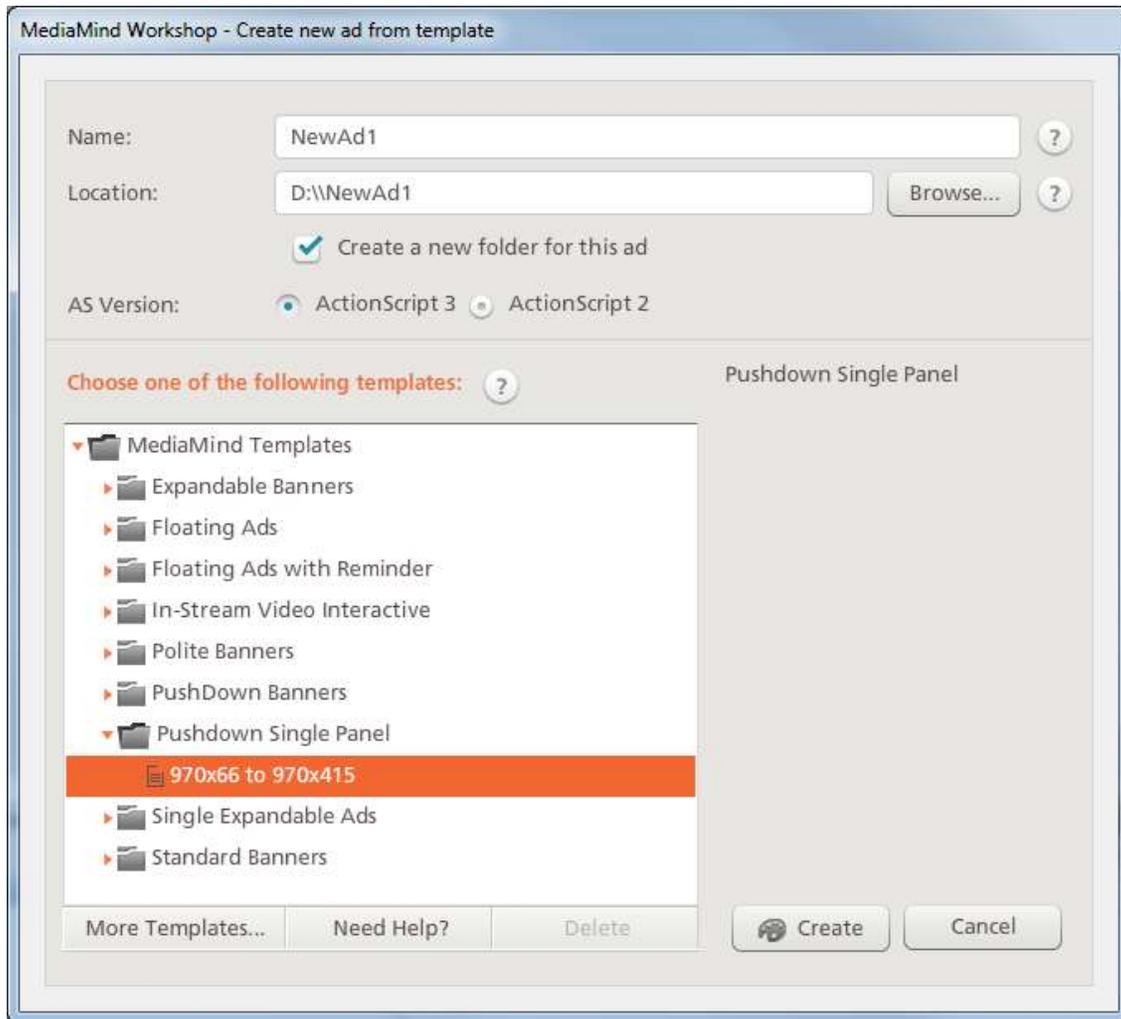
Template Included Files

Filename	Description
Empty.flc	<i>Do not modify.</i> 970 x 66. The Banner.
Main.flc	970 x 415. The FLA template for the default panel.
AutoContent.flc	970 x 415. The SWF file sub-loaded into the default panel.
AutoContent.swf	970 x 415. The SWF file sub-loaded into the default panel.
UserContent.flc	970 x 415. The FLA template for the sub-loaded user content.
UserContent.swf	970 x 415. The SWF file sub-loaded into the default panel.
Pushdown.as	<i>Do not modify.</i> The ActionScript code with core functionality.
default.jpg	970 x 66. Example default image used in template.

Setting up in Workshop

To set up the Expandable in Sizmek Workshop:

- In your file browser, browse to and run the Pushdown MXP (PushdownSinglePanel.mxp), and then follow the prompts in the Adobe Extension Manager to install the extension. You can skip this step if you have already installed the MXP.
- In the Sizmek Workshop™ for Flash, select New from template.
- For AS Version, select ActionScript 3 or 2.
- Expand the Sizmek Templates > Pushdown Single Panel folder, and select the template you want.



- Click Create.

Configuring in Flash

Banner

If you are using any other tag size than the provided (970x66), the Banner asset, Empty.fla, must be edited to the appropriate dimensions (the default image will require a new dimensioned image as well).

The main timeline contains only the actions layer, which contains ActionScript for the ad. *Do not modify anything in this layer.*

- Frame 1 of the **actions** layer initiates the ad by calling `EBBase.Init(this);`.
- The playhead stops on frame 2.

To edit the Banner's dimensions:

- Open **Empty.fla**.

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- In the **Properties** window, change the **Size** to the default image's dimensions.

Note: Ad sizes may be restricted by publisher. Check your publisher's specifications for more details.

Collapsed Unit (Main Content / Default Panel)

The default panel contains content for the both the collapsed and expanded states of the ad and handles all user-initiated expansion functionality.

- Open **Main.fla**.
- Familiarize yourself with the template.
- The main timeline contains the following layers:
 - **actions:** Contains ActionScript for the ad.
 - The ad is initiated on frame 1 by the `EBBase.Init(this);` in AS3 file or `EBBase.Init();` in AS2 file call.

Do not modify anything in this frame.

- **loadIcon:** The loading icon displayed when sub-loading the user initiated content.
- **actionBtn:** The button that will be should for manually expanding and collapsing the ad.
- **Auto Content:** The main auto-initiated content for the ad.
- **User Content:** The main user-initiated content for the ad
- **content:** Content for the ad and contains following layers:
 - **Actions:** used for identifying the various states of the auto-initiated content
 - **Logo:** Optional branding for the creative.
 - **Text:** Used to visually identify the various states of the ad.
 - **ClickHereBtn:** An example button with logic for launching a default clickthrough.
 - **Border:** A MovieClip that can be modified to include an appropriately scaled border.

Contains the following frame labels:

- **Expanding:** The state of the ad during auto-expansion.
- **Expanded:** The state of the ad when the auto-expand has completed.
- **Collapsing:** The state of the ad when collapsing after an auto-expand.
- **Collapsed:** The state of the ad after either a user or auto-expand has completed.
- Frame 2 contains:
 - Logic for expanding and collapsing the ad.
 - Functions called upon specific ad events, such as expansion and collapse of the Pushdown. For more information, see the API below.
- Publish the FLA.
 - * Main.fla should remain the content for the default panel.

User Initiated Content

This is content for the user-expanded states of the ad. The output (UserContent.swf) is sub-loaded into the default panel upon a user expansion. This is optional content and can be removed if required. Note that some of the ActionScript in frame 2 of Main.fla will have to be modified if you chose not to use this content.

- Open **UserContent.fla**.
- Familiarize yourself with the template. The main timeline contains the following layers:
 - **actions**: Contains ActionScript for the ad.
 - The ad is initiated on frame 1 by the EBBase.Init(this); in AS3 file and EBBase.Init(); in AS2 file call. Do not modify anything in this frame.
 - Frame 2 contains:
 - Functions called upon specific ad events, such as expansion and collapse of the Pushdown. For more information, see the API below.
 - **content**: The main user-initiated content for the ad.
 - **txt**: Used to visually identify the user expand content.

Contains the following layers:

- **Actions**: used for identifying the various states of the auto-initiated content
- **Logo**: Optional branding for the creative.
- **Text**: Used to visually identify the various states of the ad.
- **ClickHereBtn**: An example button with logic for launching a default clickthrough.
- **Border**: A MovieClip that can be modified to include an appropriately scaled border.

Contains the following frame labels:

- **Expanding**: The state of the ad during auto-expansion.
- **Expanded**: The state of the ad when the auto-expand has completed.
- **Collapsing**: The state of the ad when collapsing after an auto-expand.

- Publish the FLA.

Note: The Collapsed state is removed from this MovieClip because UserContent.swf is unloaded when the collapse event it heard.

Auto Initiated Content

This is content for the auto-expanded states of the ad. The output (AutoContent.swf) is sub-loaded into the default panel upon a user expansion. This is optional content and can be removed if required. Note that some of the ActionScript in frame 2 of Main.fla will have to be modified if you chose not to use this content.

- Open **AutoContent.fla**.
- Familiarize yourself with the template. The main timeline contains the following layers:
 - **actions**: Contains ActionScript for the ad.

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- The ad is initiated on frame 1 by the `EBBase.Init(this)`; in AS3 file and `EBBase.Init()`; in AS2 file call. Do not modify anything in this frame.
- Frame 2 contains:
 - Functions called upon specific ad events, such as expansion and collapse of the Pushdown. For more information, see the API below.
- **content**: The main user-initiated content for the ad.
- **txt**: Used to visually identify the user expand content.

Contains the following layers:

- **Actions**: used for identifying the various states of the auto-initiated content
- **Logo**: Optional branding for the creative.
- **Text**: Used to visually identify the various states of the ad.
- **ClickHereBtn**: An example button with logic for launching a default clickthrough.
- **Border**: A MovieClip that can be modified to include an appropriately scaled border.

Contains the following frame labels:

- **Expanding**: The state of the ad during auto-expansion.
 - **Expanded**: The state of the ad when the auto-expand has completed.
 - **Collapsing**: The state of the ad when collapsing after an auto-expand.
- Publish the FLA.

Important notes

- This format is compatible with ActionScript 3.0 and 2.0 and Flash Player 9 and above.
- The banner asset can act as only a placeholder; so the only panels that are visible in the ad are the collapsed and Billboard panels.
- By default, the asset dimensions are 970 x 66 for the collapsed panel, 970 x 415 for the expanded state. You can resize these to suit your needs, but the Banner's and default image's sizes must always match.

Format API

The API is defined in `Pushdown.as` and used to abstract some of the ad's lower level logic, exposing the core functionality you might use when building the Pushdown format.

Collapsed Unit

These functions are used by the format to handle ad playback. There is also additional code to expose these functions to the JavaScript, code to add expand functionality to the expand button, and clickthrough functionality to the clickthrough hotspot.

Public Properties

shouldAutoExpand:Boolean

Boolean value returned from javascript to help determine whether the ad should auto expand based on the ad's platform default panel expansion and frequency cap settings.

useAutoLoadedAsset:Boolean

It enable or disable loading external swf for auto content

useUserLoadedAsset:Boolean

It enable or disable loading external swf for user content.

Public Methods

These functions are used by the format to handle ad playback. There is also additional code to expose these functions to the JavaScript, code to add collapse and expand functionality to the collapse/expand button.

getInstance():Pushdown

Returns a single instance of the Pushdown class to avoid creating multiple instances with inconsistent runtime values. For more information regarding this technique you can research the Singleton design pattern.

expand(type:* = "user"):void

Calls out to javascript to begin the page expansion animation.

Parameters

type:*

The type of expansion to be tracked by the platform. This parameter is allow passed to allow ad parts subscribed to the expand start and complete events to update themselves as needed. The asterisk used in place of a specific data type signifies the ability to accept a variety of data types. The expected values include "auto", "user" and Events will also be accepted. If the Event is a TimerEvent the expansion will be passed as "auto". If no value is passed or the Event is not a TimerEvent the expansion will be passed as "user".

collapse(type:* = "user"):void

Calls out to javascript to begin the page collapse animation.

Parameters

type:*

Collapse interactions are not tracked by the platform but this parameter is still passed to allow ad parts subscribed to the collapse start and complete events to update themselves as needed. The asterisk used in place of a specific data type signifies the ability to accept a variety of data types. The expected values include "auto", "user" and Events will also be accepted. If the Event is a TimerEvent the collapse will be passed as "auto". If no value is passed or the Event is not a TimerEvent the collapse will be passed as "user".

addJSEventListener(eventType:String, callback:Function, interAd:Boolean = false):String

Calls out to javascript to subscribe to the various ad events listed below.

Parameters

eventType:String

The type of ad event to listen for. The specific ad events listed below will be dispatched by default.

callback:Function

The flash function you want to be notified when the event is dispatched.

interAd:Boolean

Setting this value to true indicates that the event may come from another ad on the page. You will still receive events of the same type from your ad.

Return Value

This function returns a string that corresponds to a unique ID held in javascript. This ID is used to unsubscribe from an event if necessary.

removeJSEventListener(callbackID:String):void

Calls out to javascript to unsubscribe from the various ad events listed below.

Parameters

callbackID:String

Returned from the addJSEventListener function corresponding to a unique ID held in javascript.

dispatchJSEvent (eventType:String, param:Object = null):void

Calls out to javascript to call who subscribe event.

Parameters

eventType:String

The type of ad event to listen for. The specific ad events listed below will be dispatched by default.

Param:Object

Option parameter if need to pass to listener.

Events

* All Event callbacks should accept an event parameter typed as an Object.

Ex: function handleEvent(event:Object):void

* The event object passed to the callback will always contain an event type.

Ex: trace(event.type) //expandComplete

Pushdown.EXPAND_START

Dispatched from javascript when the page expansion animation is started.

Parameters

isAuto:Boolean

Communicates whether the expansion is user or auto-initiated.

Pushdown.EXPAND_PROGRESS

Continually dispatched from javascript during the page expansion animation.

Parameters

currentHeight: Number

The current height of html element used to animate the page content.

Pushdown.EXPAND_COMPLETE

Dispatched from javascript when the page expansion animation is complete.

Parameters

isAuto: Boolean

Communicates whether the expansion was user or auto-initiated.

Pushdown.COLLAPSE_START

Dispatched from javascript when the page collapse animation is started.

Parameters

isAuto: Boolean

Communicates whether the collapse is user or auto-initiated.

Pushdown.COLLAPSE_PROGRESS

Continually dispatched from javascript during the page collapse animation.

Parameters

currentHeight: Number

The current height of html element used to animate the page content.

Pushdown.COLLAPSE_COMPLETE

Dispatched from javascript when the page expansion animation is complete.

Parameters

isAuto: Boolean

Communicates whether the collapse was user or auto-initiated.

Setting up in Platform

The custom script should already be attached to the ad when it is uploaded from the MXP. You can confirm this by doing the following.

1. In Sizmek MDX, go to the Setup tab.
2. Select the Advanced Features section, and expand the Custom JS area.
3. Copy and paste this code to the Trigger JavaScript on Scripts Pre-load text field:

Old Client Delivery:

http://ds.serving-sys.com/BurstingRes/CustomScripts/PL_PushdownSinglePanel_OldClient.js

New Client Delivery :

http://ds.serving-sys.com/BurstingRes/CustomScripts/PL_PushdownSinglePanel_NewClient.js

*If using new client, make sure the “Use new client mechanism” checkbox is selected.

4. Click **Save**.

Custom Variables

Custom Variables for the Pushdown can be configured using either the Sizmek Workshop or Sizmek MDX once your ad is created.

Configuring in Workshop

- In the Sizmek Workshop, go to the Settings tab.
- Next select the Variables menu.
- Click the Add Variable button to enter the appropriate values or double click an existing variable to edit it.
- When are done click the Save button.
- When you upload the ad these values will maintain their state in the platform.

Configuring in Platform

- In Sizmek MDX, go to the Setup tab.
- Select the Advanced Features section, and expand the Variables area.
- Click the New button to enter the appropriate values or double click an existing variable to edit it.
- When done, click the Save button.

Custom Variables Definitions

Name: <i>Type</i>	Default Value	Description	Accepted Values
mdEyeDivZIndex : <i>Integer</i>	undefined	If this value is not undefined the eye div's z-index will be set to the value provided. Some publishers require a specific z-index to avoid interfering with the other page elements.	Any String
mdAutoCollapseTimeout : <i>Float</i>	7	If the value is set to 0 the Pushdown will not auto-collapse after an auto-expansion. If the value is greater than 0 the Pushdown will auto-collapse after the specified amount of seconds.	>=0 (seconds)
mdClickCancelsAutoTimeout : <i>Boolean</i>	true	If set to true a user interaction such as a click will cancel the auto-collapse.	True/False
mdAutoRepositionInterval : <i>Integer</i>	0	If the value is greater than 0 the default panel will be automatically repositioned to the top left corner of the ad's banner. This happens on a timed interval that will run according the amount of milliseconds entered.	>=0 (milliseconds)
mdExpandDuration : <i>Float</i>	1	The amount of time the expand animation will take in seconds. If you want the ad to "snap" open set this to 0.	>=0 (seconds)
mdCollapseDuration : <i>Float</i>	1	The amount of time the collapse animation will take in seconds. If you want the ad to "snap" closed set this to 0.	>=0 (seconds)
mdExpandEase : <i>Integer</i>	4	The ease type to be used for the expand animation. 1 = Linear 2 = Strong ease in quad 3 = Ease out quad 4 = Ease in out quad	1,2,3 or 4

Name:Type	Default Value	Description	Accepted Values
mdCollapseEase : <i>Integer</i>	4	The ease type to be used for the collapse animation. 1 = Linear 2 = Strong ease in quad 3 = Ease out quad 4 = Ease in out quad	1,2,3 or 4
mdAnimateClipping : <i>Boolean</i>	true	If true, the clipping will animate with the expansion and collapse animations. If false, the default panel clipping will “snap” open to the full height of the default panel when the expand animation starts and “snap” closed to the height of the banner asset when the collapse animation is complete.	True/False
mdAutoExpandDelay : <i>Float</i>	0	If greater than 0 and an auto-expansion is initiated, the ad will wait for the specified amount of seconds for calling out to javascript to begin page expansion.	>=0 (seconds)
mdBackupPaddingTop : <i>Integer</i>	0	Adds padding to the top of the backup image. Note: This variable is only available for new client.	>0

Change Log

Released 27th May 2014 (v 1.6)

- New Client JS updated with new method to expand panel.
- Implemented custom Interactions to track panel expand and collapse.
- Sizmek rebranding
- ZXP released

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