



MEDIAMOND

TECHNICAL SPECS 300X250 VIDEO

OVERALL INSTRUCTION

The Materials have to be sent by mail to the address operation@mediamond.it – with in copy the address of the referential account. At least **3 working days before the online**. It is strongly recommended to specify the following details in the message: Advertiser name, campaign/product name and online date.

REFERENCES

Overall

Mail: operation@mediamond.it

Web: <http://www.mediamongd.it/it/Creativita>

NOTES

All the files which you can download from our website, could be modified due to Internet updates or editorial variations. Verify your doubts by contacting Mediamond OPERATION or by sending the source files (FLA, PSD) and the creativity relative fonts for compelling interventions or suggestions.

The FLASH Templates which you can download online are saved in the following versions: CS4, CS5 and CS5.5 in Action Script 2.0 and can be exported in every version.

The units of measurements are expressed as follows:

Size:	Pixel	(PX)
Formats:	Kilobyte	(KB)
Video formats:	Kilobit per second	(KBP/S)

Link: <http://www.mediamongd.it/it/Creativita>



RECTANGLE VIDEO

| ALL NETWORK | NO VIDEOMEDIASET | NO PHOTOGALLERY | NO VIDEO COMPANION |

Size:	300x250	
Formats:	SWF + JPG + 1 Video MP4/FLV Or Javascript Redirect	40 Kb 600 Kbps Audio+Video No Iframe
Optional elements:	SWF EXPANDING 400x480 URL / Click Command , Tracking Pixel	60 Kb

Specs details

JPEG/GIF

Fulfil size and weight (it will be used only for those users who not dispose of the Adobe Flash plug-in).

JS REDIRECT

No Iframe Redirect, avoid to build DIV with ZINDEX higher than the editorial pages (check your doubts with Operation).

FLASH SWF + VIDEO

Insert the play/volume/pause/reload buttons in the highest level of the timeline.
Insert, in the level below, an object Button of the desired size for the click area (draw only in the 4th frame of the object) and associate the following Action Script 2.0 (do not insert the destination link):

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

The **Video player** has to be made with AS e not created with the additional elements which already exist in the Flash library.

The video source must not be local but absolute or with “_root.flvname” variable. For example:

```
YES: instance_player.play(_root.flvname);
```

```
YES: contentPath(_root.flvname);
```

```
YES: instance_player.play("http:...mp4");
```

```
NO: instance_player.play("video.mp4");
```

The video area has to be equal to or be proportioned to the source video, the video must start audio OFF and can be activated only by the action of the user.

VIDEO

Provide a video in FLV or MP4 with max 600 kbps.

The last frame of the video must NOT be “black”.

The file of the video can be sent together with the SWF or be deposited on a Server.

FLASH EXP SWF + VIDEO

300x250

(only for expansion on click) Insert, in the highest level of the timeline, an object Button of the desired size for the click area and with text “ESPANDI/APRI” and associate the following Action Script

```
on(release)
{StopAllSounds();istanza_player.play(_root.flvname);getURL('javascript:advExpandBox()');stop()}
```

In case you want to insert the video in this format you will have to follow the successive instructions, if not you can delete the player and create the animation.

Insert in the second highest level of the timeline the buttons play/volume/pause/reload.

Insert, in the level below, an object Button of the desired size for the click area (draw only in the 4th frame of the object) and associate the following Action Script 2.0 (do not insert the destination link):

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

400x480

Insert, in the highest level of the timeline, an object Button of the desired size for the click area and with text “X/CLOSE” and associate the following Action Script

```
on(release)
{getURL('javascript:advCollapseBox()');StopAllSounds();istanza_player.play(_root.flvname);}
```

Insert the buttons play/volume/pause/reload in the second highest level of the timeline.

Insert, in the level below, an object Button of the desired size for the click area (draw only in the 4th frame of the object) and associate the following Action Script 2.0 (do not insert the destination link):

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

Link: <http://www.mediamond.it/it/Creativita/RECTANGLE-300x250-VIDEO>