

# TECHNICAL SPECS FLOOR AD

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## OVERALL INSTRUCTION

The Materials have to be sent by mail to the address [operation@mediamond.it](mailto: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](mailto:operation@mediamond.it)

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



# FLOOR AD

| ALL NETWORK | NO VIDEOMEDIASET | NO PHOTOGALLERY |

<b>Size:</b>	1000x180	
<b>Formats:</b>	SWF	70 Kb
	Or	
	Javascript Redirect	No Iframe
<b>Optional elements:</b>	SWF Player	100 Kb
	Video MP4/FLV	600 Kbps Audio+Video
	URL / Click Command , Tracking Pixel	

## Specs details

### JS REDIRECT

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

### FLASH SWF

The first 90 pixel from the bottom can be full and clickable. 35% of the remaining 90 pixels can be filled and the 65% left must have a see-through background and must not inhibit the underlying links.

If there are transparent parts, these can not be clickable.  
Insert, in the highest level of the timeline, an object Button of the desired size for the click area and with Text "X/CHIUDI!", positioned between the graphic elements, with a well defined active area and associate the following Action Script 2.0:

```
on(release) { getURL('javascript:advCloseOVL()'); }
```

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 encumbrance of the moving object can not be higher than 85% of the area we talked about earlier.

The links of the page beneath the see-through part have to remain enabled; this means that the see-through background can not inhibit the active elements of the underlying page.

The automatic closure action (max 15 seconds) can be developed in two ways:

- Insert the following Action Script 2.0 in the last frame of the timeline (FPS x 8, es = 18fps x 8sec = Fotogramma144)

```
getURL('javascript:advCloseOVL()');
```

- Insert the following Action Script 2.0 in the first frame of the timeline:

```
var closeTime = setTimeout(closeMe, 8000)
function closeMe() {
  trace("8 Sec Elapsed")
  getURL('javascript:advCloseOVL()');
}
```

### FLASH PLAYER SWF

#### 1000x180 as above and for the player:

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 (click or mouse over).

### 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.

Link: <http://www.mediamond.it/it/Creativita/FLOORAD>

