

TECHNICAL SPECS

OVERLAYER 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.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>



OVERLAYER VIDEO

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

Size:	720x405	
Formats:	1 VIDEO FLV/MP4	600 Kbps Audio+Video
	Or	
	Javascript Redirect	No Iframe
Optional elements:	SWF Player	20 Kb
	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). It will have to be placed at the centre of the screen or at 220x 220y from the point 0.0 of the site (not of the resolution).

VIDEO

The video (in format MP4 or FLV) has to be in size 720x405 or with the same proportions to that format (yes 16:9, no 4:3 anamorphic).
It can be sent per mail or deposited on a Server.

FLASH SWF

The creativity must have transparency proprieties but should not be confused with the editorial page, it can not have 90° corners and it has to close after 8 seconds either with the action of the user or by auto-closure.

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 (if you use our AS or change the names of the instances "monSon"):

```
on(rollOver) {monSon.setVolume(100);}
on(rollOut) {monSon.setVolume(0);}
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: `istance_player.play(_root.flvname);`

YES: `contentPath(_root.flvname);`

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

NO: `istance_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).

Insert, in the last level, a GRAPHIC background of the max expected size, with rounded corners (at least 30 PX) and with a background colour (we will not accept creativities without background or confused with the editorial page)

The automatic closure action (max 8 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, 10000)
function closeMe() {
  trace("10 Sec Elapsed")
  getURL('javascript:advCloseOVL()');
```

