Build a Masthead Video Responsive

Overview

This format has been created in order to make the production of such complex AD very simple. This template doesn't require any code skill to be produced, you just need to produce all creative assets and setup just one configuration file.

Demo link: Here.

1. Produce banner assets

- Masthed Video Responsive template:

Masthead Template - Unzip MastheadVideo.zip file.

Guidelines for safe areas - Masthead_Guideline.psd file

- Replace template files with your campaign creative assets:

- Creative assets are located in '▸ AdditionalAssets' folder, make sure to **replace assets with same dimensions/name** as template.

- Keep in mind that all creative asset images have **different safe area** in order to switch images on different monitor sizes.

- Make sure that **important elements are placed inside the safe area** so they can be 100% visible to all users.

- Recommended **video specs**: 640x360 MP4 H.264, Max bitrate 1500kbps, max size 2MB.

> **Note:** You can edit **video player** aspect for both tablet and desktop display: CSS media query are located in HDVconfig.js file; ask to Sizmek creative team for support if needed. (it-creative@sizmek.com)

2. Create a Masthead Video Responsive Ad in SAS:

- Blank Ad ▾

1. Compress your assets to a .zip file. Max size allowed should be indicated in campaign Media Plan (usually 2MB or 5MB).

2. Login in Sizmek platform, from the main menu, select **Creative > Ads.**

3. From the toolbar, select **New Ad > Blank Ad**.

4. In the **Creative Assets** section, click **Workspace Folder > Assign Asset**, upload and select your .zip file (it will become a Workspace Folder).

5. In the **Ad Name** field, type a unique name for your ad.

6. Save your Ad.

3. Ads delivery, Q&A

1. From the main menu, select **Creative > Ads.**

2. Select your Ads and click on **Copy IDs**. This will copy all the IDs to the clipboard.

3. Send **Ads IDs** to **it-cs@sizmek.com**

> **Note:** All creative assets must be sent 3 days before the online start date.