

Build a Rich Media Video Ad

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.

The Ad starts with an **autoplayed video** - muted by default - and **at the end of video** it will display a **last frame image**. Users could also replay video through a specific button.

Our template **supports retina display images**, we strongly encourage you to take advantage of it in order to **enhance images quality** on high resolution monitors (i.e. smartphone, macbook, etc)

[DEMO PREVIEW](#)

1. Produce banner assets

- Rich Media templates:

This buildguide comes with some **ready-to-go templates** with the most popular dimension: **300x250, 300x600, 970x250**.

If your desired dimension is not listed here, you can easily customize the Ad aspect, if you need support please contact it-creative@sizmek.com.

- Replace template files with your campaign assets:

Creative assets are located in **AdditionalAssets** folder, make sure to replace assets with same dimension/name as for the template. You also need to replace the **backup image** located at top-level template root folder.

Note: Our templates support **retina displays**: you can use 1X, 2X or 3X images. (e.g. for 970x250 background image you can choose between: 970x250px (1X) image, 1940x500px (2X) image or a 2910x750px (3X) image.)

- (Optional) Edit setting.js file:

If you need to change video and/or last frame dimension/position you can edit the setting.js file which contain Ad these variables:

- videoPlayer_CSS
- videoLastFrame_CSS
- videoControllers_CSS
- videoControllers_Buttons_Dimension_CSS
- videoControllers_CSS_onVideoEnd

- TEST your Rich Media Video Ad in local:

Open index.html file in your browser and check your creative format before upload to Sizmek platform.

2. Create Ads - Choose one of these procedures:

- Blank Ad ▾

1. Compress your template assets to a .zip file. Max size allowed 4MB. Zip file must contain the **backup image**.
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.

- Build Ads in Bulk: ▾

If you have multiple ads to load at once and you want all of their assets in the same folder, you can use the Ad Creation Wizard.

1. Login in Sizmek platform, from the main menu, select **Creative > Ads**.
2. From the toolbar, select **New Ad > Ad Creation Wizard**.
3. Select an existing folder, or create a new folder to use for the ads. Then, drag the relevant .zip (Workspace) files/static image files to this folder. Sizmek Ad Suite checks each file.
4. Click **Build Ads**.
5. You can now view and modify your ads' settings (name, format, and default image). In addition, the ads' physical sizes appear.
6. Click **Next** and review your ads.

7. Click **Done**.

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.