SIDEKICK
Product Code: PD039

Description

- On load, In-Page Display unit delivers with call to action to expand Sidekick

- Upon user click of the expand button, Sidekick loads in the right gutter of the page

- Sidekick pushes page content horizontally to the left

- User engages with all of the interactive features of the Sidekick. Page content is still visible and fully interactive

- Upon the Sidekick closing, the ad collapses and page content is pushed back to the right

Technical specifications

In-page Display

- **Dimension:** 300x250 pix (Additional options include IAB 300x600)

- **Initial Load File Size:** 50KB max

- **Animation Time:** 15 seconds max

- **Animation Loops:** Loops within 15 seconds max animation time permitted

- **Frame Rate:** 24 FPS max

- **Border:** Creative must contain 1-pixel border

- **Expand Method:** On click or rollover after visual three-second countdown

Sidekick Display

- **Sidekick Dimension:** 850x700 pix

- **Initial Load File Size:** 100KB max

- **Frame Rate:** 24 FPS max

- **Allowed Expanded Directions:** Expands in right gutter only. Appears to push page to the left

- **Border:** Creative must contain 1-pixel wide border

- **Close button:** Must be present and clearly defined at all times in the top right corner of ad

Video Specifications

- **Video Permitted:** Yes. May be host-initiated

- **Video Delivery:** Progressive or streaming.

- **Video Duration:** 30 seconds max

- **Video Controls:** Must contain toggles for Play/Pause and Audio On/Off

- **Sound Permitted:** Yes. User-initiated on click only (auto play in expansion if click to expand)
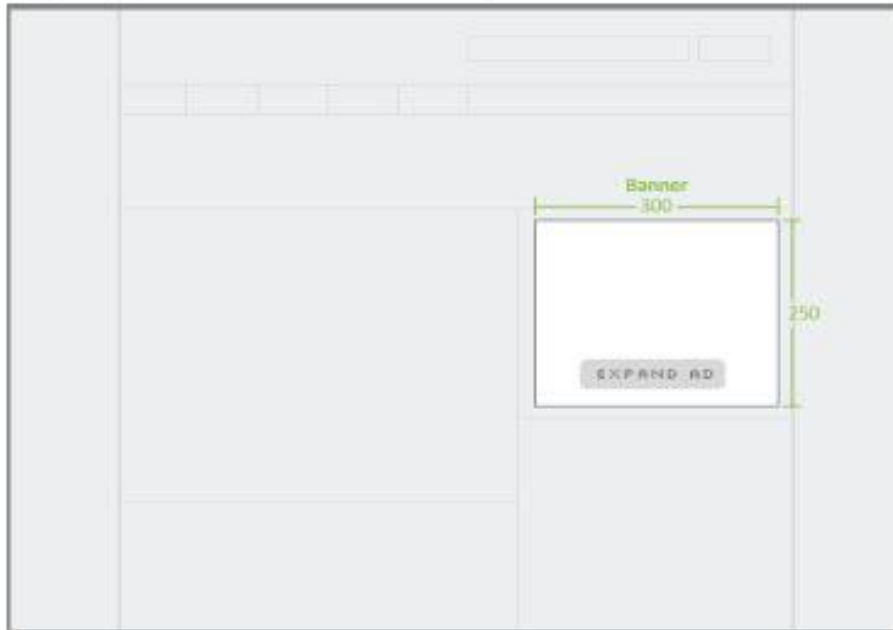

AD Delivery

- **Ad Tag Delivery Method:** Javascript or Iframe

- **Third-party Tags Accepted:** Yes

- **Third-party Tracking Accepted:** Yes (Impressions, Clicks)

Overall Creative Specifications

- Animation is limited to first 15 seconds, looping is unlimited within 15 seconds. Avoid experiences that 'break-through' the page or abuse the content.

- Creative must feature a 1 pixel border in black or grey font color recommended, though any color that clearly distinguishes the ad from the content may be used.

- Ad creative cannot launch any popup/popunder/floaters when served.

- The click through URL must open in a new browser window.

Storyboard

1. **In-page Display unit delivers with call to action to expand Sidekick**

2. **Sidekick appears on right and expands, "pushing" editorial content leftward**