

Curtain ad unit

Curtain ad unit description:

The curtain ad is a unique video ad taking over a majority of the video window creating a visible high impact experience. The ad unit consists of two images (976x469 & 300x60). See curtain demo at http://www.msnbc.com/clients/boa/boa_curtain_042409.html

Curtain ad unit execution:

1. Curtain starts as a 976x469 image which is displayed for approximately 7 seconds. The Curtain will pull away sideways to reveal the msnbc.com video player. The animation of the curtain is compiled in Adobe Flash and delivered in a .swf file format.

Example of a curtain ad unit in the msnbc.com default video player



Example of a curtain ad unit in a Show Front video player



Example of a curtain ad unit in a story page video slice



2. Once the curtain has pulled away a 300x60 image appears at the bottom below the video screen for the remainder of the video clip.

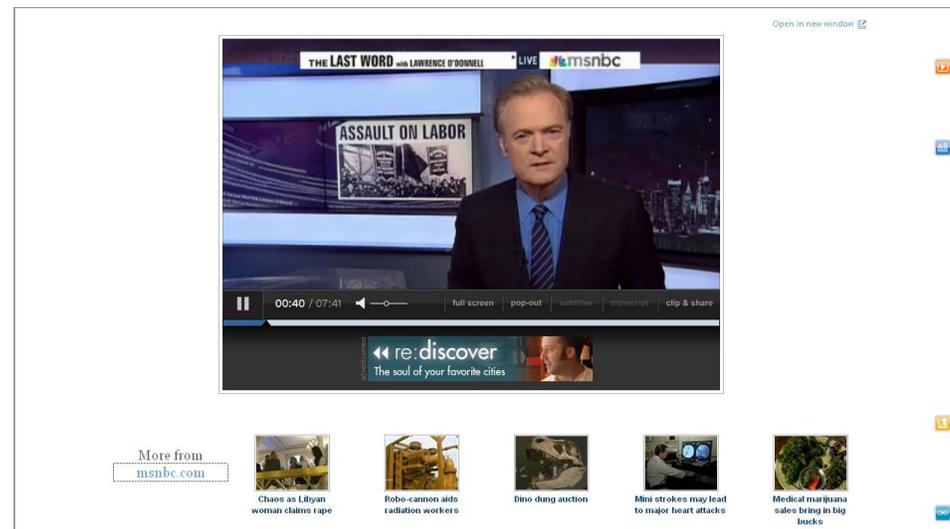
Example of the leave behind (curtain ad unit) in the msnb.com default video player



Example of the leave behind (curtain ad unit) in a Show Front player



Example of the leave behind (curtain ad unit) story page video slice



Curtain ad unit creative specs:

Image #1:

Dimensions: 976x469 static
File Type: .JPG
File Size: Up to 60K

Image #2:

Dimensions: 300x60
File Type: .JPG
File size: Up to 20K

Click Thru URL:

The 300x60 leave behind image is the only image of the creative that is clickable at this time.

Third Party Tracking:

One impression and one click through w/ click through tracking URL, are currently available for the entire Curtain creative unit. Please submit one set of third party impression and click through URL's to accommodate the creative.

Note-FYI:

All of the above placements in the default, front, and slice video players will not necessarily constitute a complete sponsorship video package. Each placement can be executed in each video player separately and will depend on contractual agreement with the client.

Submission:

The Display Operations Manager will request the creative information from the client. The DOM will forward the creative information to msnbcads@msnbc.com (the account). If the creative is hosted locally for the client should be cc'ed on creative information submission email to msnbc.com.

If the creative is Third Party served, the MSN sales team handles all communication between 3 party agency partners and the client.

SLA:

Total SLA from creative submission to creative live date is 5 business day or 120 hours (MSN's official SLA). The SLA for msnbc.com AdOps to develop the creative file is 1 business day or 24 hours.