

Creative Requirements

Shaper Ad Spec

1. Format requirements

File size – 50 Kb limit

Creative size – Max. width: 600 pixels, Max. height: 400 pixels

Format:

- .gif, animated gif, jpg or Flash
- HTML with input fields/drop downs is acceptable, as long as the form uses the GET method (we cannot use POST)
- Sound is acceptable, as long as it is user initiated

2. Shaping requirements

To avoid confusion you should understand that the shaper ads are made up of 2 different images, one is the overlay image and the other is the actual creative. Please see sample to the right.

Everything that you define as black in your overlay image will be visible; everything that is white will not be visible. Objects cannot move outside the original overlay image.

- **GIF/JPEG** For best results, the edges of the creative should be aliased, as in the examples below. If the edges are not aliased, a green/blue edge will appear along the edge of the creative.



actual creative .gif or .jpg



overlay image (should be saved as a gif)

Fig. 1 – files needed for a GIF/JPEG creative



Fig. 2 – original creative



Fig. 3 – close-up of creative with edges aliased



Fig. 3 – close-up of creative with aliased edges

- Flash/HTML

If the creative is in the form of a Flash SWF or HTML that combines several images and/or flash pieces, an accompanying backup image (GIF/JPEG) must be included for each SWF that will be displayed if the user does not have the Flash plug-in installed on their computer. These images should follow the guideline above about GIF/JPEG creatives.



.swf



Backup.gif



shape B&W

Fig. 5 – files needed for Flash creative

3. Branding line

A branding line module, with a close button and a link to more information about Save!/SaveNow, will be attached to the bottom right of the creative by WhenU. There are two options for this module, a thick one with a logo, and a thin one with no logo (see figures 6 and 7). If the thick one is chosen, a company logo must be supplied in the form of GIF or JPEG, with maximum dimensions of 152 wide x 24 high. The logo will count toward the 50 KB creative size limit



Fig. 6 – Branding line with logo



Fig. 7 – Branding line without logo



Fig. 8 – End result - Clicking anywhere on the creative will take the user to the landing URL. Clicking on the "x" button will close the creative, and clicking on the "?" button or the "More..." link will open a window with more information about Save!/SaveNow.

4. Testing

After you create your flash or gif shaper unit you can go to the following URL to test it http://www.whenu.com/shaper_preview/

Here you will be able to see what your ad will look like once it is live in production.

Note: the previewer currently only works with GIF/JPEG and Flash SWF creatives. HTML creatives cannot be previewed with this tool.

5. Party Serving

3rd party serving is available on a case-by-case basis, questions should be directed to Traffic@whenu.com

6. Checklist

1. Creative meets size/format requirements
2. Creative's outer edges are aliased
3. Overlay image is been created
4. Branding line choice is specified (thin or thick) – if thick is chosen, company logo must be supplied (max size for the logo is 152 x 24)

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3. Overlay image is been created
4. Branding line choice is specified (thin or thick), if thick is chosen, company logo must be supplied (max size for the logo is 152 x 24)
5. Test the creative at http://www.whenu.com/shaper_preview/ to verify that the ad displays properly

If you have any further questions, please call your adShape Account Manager on 020 7428 6680