

adShape Welcome Pack



Welcome to Cydoor
Please read through the following carefully and provide adShape with all requirements.

Creative / Copy Requirements

If you have decided to design your own creative, please follow the specifications included below:

Accepted formats: Gif, HTML, SWF

Pop up/under

Size: 300x550
File size: 25kb limit

Banner

Size: 468x60
File size: 15kb limit

Skyscraper

Size: 120x600
File size: 20kb limit

Buttons

Size: 100x25 (KaZaA)
72x50 (iMesh)
File size: 15kb limit

Flash Creative

Please ensure you provide a back-up image of each flash creative (Gif/Jpg). Destination links must be embedded in the movie (SWF).

Cydoor Online Reporting Procedure

We will provide you with a username and password at the beginning of your Cydoor campaign, offering the facility to obtain reports whenever needed. Simply follow the guidelines below to run off a report at any time.

- Log-on to www.cydoor.com
- Fill in the User Name and Password that was emailed to you before the campaign was set live and click Go
- Under Report Type, leave Exposures and Clicks selected
- Select Cut by Day to view your results by day, Cut by Month for a monthly report and Cut by Creative for your results broken down by creative
- Select the dates you wish to have your report start and finish from (please note the dates are in American format i.e. month, day and year)
- Select which creatives you wish to see a report for, or just all campaign creatives for an overview
- If you would like to view your report in graph format, select the format you would like to view the graph in
- Then click View
- Your report is then produced. You can copy the table and paste it into an Excel Spreadsheet if required

Write your Username and Password in the boxes below for quick reference:

User Name	<input type="text"/>
Password	<input type="text"/>

Important Information

Please note: upon request of cydoor, the advertiser must provide adShape with new creative every 14 days of your campaign's lifespan. This is to ensure client's campaigns are provided with the greatest number of impressions available to them. Please also note that if a campaign's click-through-rate falls below 0.1%, Cydoor will request new creative from the client to boost clicks.

Optimisation

adShape works closely with Cydoor to optimise your campaign. In order for us to do this, we would be grateful if you could provide us with your target cost per sale and your usual conversion rate for similar media. Please fax this sheet back to adshape on **020 7428 6681**

company name: _____

company contact: _____

target cost per sale: _____

usual conversion rate: _____

Advertising General Activity Restrictions

Auto installations – auto exe or silent background downloads are prohibited. downloads may be initiated from a click off the advertiser's web site.

Sound – Ads must not have sound.

Spawning – Ad rotations must not automatically spawn other ads without user initiation from landing page. Exit pops are not permitted without approval.

Hiding – Hidden or off-screen ads windows are not permitted. Hidden windows that launch future ads are not permitted.

Animation – Ads will not contain rapid animation loops/flickering that can be perceived as annoying or disruptive. Minimum animation of 10 frames is required.

Landing page – Ad must initiate a new browser window in which the landing page will show.

Pops click counting – Clicks can be reported on pops ads only if there is no initiation window to the pop creative.

Check List

- Pay for campaign (invoice inc. with this pack)
- Follow creative guidelines / forward creative
- Provide tracking URLs
- Note report log-in and password
- Fax target cost per sale to adshape (see left)
- Provide adshape with number of sales

Tracking URLs

In order for all parties to be able to gather learnings from your campaign, we would suggest that you provide us with a tracking URL that allows you to view which customers have been gained from Cydoor rather than simply a standard URL.
i.e. www.domain.com/cydoorpromocode

It may also be beneficial to provide a URL which allows the customer to journey deeper into the purchase process. For example, if you are promoting a particular offer, don't send the user to your homepage, send them to a site section where there is enough information for them make the purchase.

Contact

If you have any questions, or would like to discuss any part of your campaign in more detail, please contact:

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