
smartAD Dogear

1. Overview

smartAD is an advertisement network with its own information system for creating and managing online ad spaces. Therefore the technical requirements of banners are dictated by smartAD, not individual web sites. The smartAD Dogear is a flash banner type that is overlaid on top of the participating web site, and is fixed to upper right or left corner in the browser window. At first user is presented with small static banner which would be changed for bigger interactive banner if user moves mouse over static banner.

Banners are displayed in special containers, which mimic peeling effect and lower inner corner of the banner is not displayed. Banner content is also reflected to the peeling part of the banner. Clicking on the banner is solved with containers, so no special programming inside banner files is needed. Banners are played at speed of 31 frames per second.

Due to the limitations of common web browsers, the Dogear consists of two separate files, which might be simple picture files (.jpg) or interactive flash movies (.swf):

1. Small banner – dogear
 - 113 pixels high
 - 113 pixels wide
2. Big banner, which will attract the viewer's attention:
 - 500 pixels high
 - 500 pixels wide

The distinction between small and big banner is necessary because many browsers do not support clicking "through" the transparent areas in flash clips. These clips will be placed and switched by JavaScript provided by smartAD. Both clips will be placed to the corner of the browser window, so they overlap and allow for a smooth transition.

smartAD information system does not put any restrictions upon the capacity of the banner, but it should be optimized for the use on web. Banner with capacity to 50 kB respects webpage visitor, up to 100 kB is tolerable. The recommended summed capacity of 2 banners is up to 125 kB. In case banner capacity exceeds recommended limit it should be clarified and agreed on with smartAD team.

2. Sending banner

Banners should be sent to smartAD team for testing purposes at least 2 days before campaign start.