

Asset summary

Updated 2009

Required assets

- FLA files
- Associated Mac Fonts
- External Flash scripts, tweens or movie clips (if they exist)
- SWF files
- Video (if applicable)
- Click through URL and/or third party reporting tags
- Alternate HTML version (optional)
- Logos in vector
- Creative brief (if available)
- Brand guidelines (if available)

Format basics

FLASH

- Flash element dimensions: 728x500 pixels
- Flash 8
- Maximum 300 Kb

VIDEO

- 30 seconds (or shorter)
- Preferred format: Uncompressed Quicktime
- Ultramericial will compress the video into a FLV with maximum size of 2.0 Mb

ALTERNATE HTML VERSION

- JPG or GIF: 728x500 pixels
- Animated GIF (if available)
- Maximum 300 Kb

Examples

Please visit the gallery section at the Ultramericial site for many creative examples:
<http://www.ultramericial.com/homebase.html>

Overview

The Ultramericial Ad Unit

Welcome to the largest advertising canvas on the Internet. Our format affords tremendous creative flexibility, and gathering of viewer behavioral data.

The Ultramericial proprietary patents-pending ad format and business model is extremely flexible, allowing for greater creative freedom and better gathering of viewer behavioral data.

Viewers CHOOSE to watch an Ultramericial ad unit at our host publisher sites as an alternate form of payment to gain access to normally paid Premium Content.

These production specifications have been updated 04/21/2009. If you have any questions please contact our Ad Ops department at 310-750-6600 or email us: at adops@ultramericial.com.

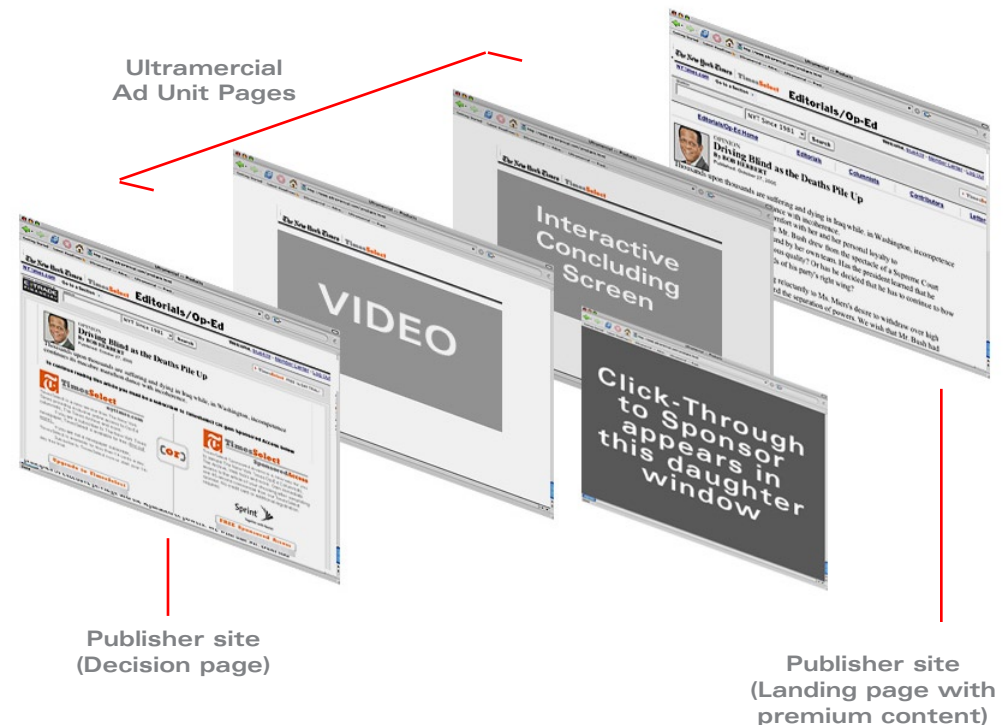
How it works

The Ultramericial Ad Unit is a full page ad that appears in between two pages of content on the publisher site. It can be fully interactive, providing additional and optional levels of information to the user.

Ultramericial has found that viewers are more likely to drill-down within the ad unit to learn more than to click-through to the sponsor's page. Ultramericial will add reporting scripting to your drill-down content and report viewer behavior. The drill-downs should appear within the same parent window.

The Ultramericial Ad Unit is always displayed in-line within the same browser window as the preceding decision screen and the following premium content landing page.

Links to sponsor pages will appear in a new window or on a new tab.



Ultramericial Dimensions

728x500 "Wrapper"

Maximum live area that contains video assets



Video Dimensions

Shouldn't exceed 400 pixels wide.

Maximum video file size 2.0 Mb.

(No play, pause or stop functions permitted)

Sound On/Off

Final Screen

Use this screen for any optional interactivity such as roll-over functionality, games, deep links to sponsor site, etc.

Link to sponsor site >>

Link to premium content >>

Replay >>

Production notes

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Standard Ultramericial specifications

Ultramericial campaigns always have two versions of every ad unit:

- **Broadband-Flash 8 Unit** -- UML employs its proprietary detection scripts that determine a viewer's ability to view a broadband/Flash 8 ad unit. If these parameters are met, that unit is displayed. Approximately 85% of viewers receive the broadband version.
- **Narrowband-HTML version Unit** -- If the detection scripts determine that the viewer lacks either Broadband and/or Flash 8, then the HTML version is displayed

Aggregate file sizes for the basic ad unit that exceed the broadband limit will be subject to additional bandwidth surcharges.

However, optional "Drill-Down" pages, for viewers with immediate deeper interest, can exceed the overall file size limits without penalty.

We encourage advertisers to build their ad units with these drill-down options, as our research has shown that viewers prefer to learn more about an advertiser's product within the Ultramericial, rather than click away to the advertiser's site.

All behavior within each Ultramericial unit is fully tracked and reported

This includes collecting viewer-provided e-mail addresses and other viewer-volunteered data. All data collected is subject to Ultramericial's Privacy Policy. Ultramericial provides this personally identifiable information volunteered by viewers at the sponsor's request, solely to the Sponsor.

Audio in Flash is optional

If utilized, there must be a prominent sound on/off button or icon present at all times.

Trafficking your assets to Ultramericial

Please send all assets to our Ad Ops department at adops@ultramericial.com. File attachments over 10 Mb MUST be uploaded to our FTP servers, or provided on CD or DVD. Contact us for FTP info.

All the files used in the campaigns are hosted by our servers

For tracking purposes we cannot accept iframes or redirect to files in external servers.

Flash assets

Flash CS3, Flash Professional 8, Flash MX 2004 Pro, Flash MX files are accepted. Ultramericial requires both the FLA and SWF files. Also include all associated fonts, HTML wrapper files and a list of all actions requiring reporting, so that these elements can be programmed into the reporting database.

Maximum aggregate file size for Broadband-Flash 8: 300 Kb

External files linked to the main Flash file (like movieclips, javascript and xml) should all be on the same folder. There should be no use of subfolders anywhere on the campaign.

Video assets

Ultramericial can digitize your video assets at no charge, and embed them into your video wrapper.

Preferred file format to submit:

Uncompressed QuickTime Files at 640 pixels wide

We can also accept:

Flash Video files (FLV), at correct screen size, not exceeding 2 Mb.

All files can be uploaded by you to our FTP servers.

<http://relay.ultramericial.com/>

In the "to email" field please put creative@ultramericial.com

Flash 8 and the VP6 Codec

Ultramericial supports the Flash 8 Player and the VP6 video codec.

The Flash 8/VP6 Codec produce substantially better images at smaller file sizes. 640 pixel widths are available in this configuration.

Production notes

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HTML version assets

GIFs, Animated GIFs, JPEGs.

The Narrowband-HTML-only Unit consists of static images only. No videos of any kind or format.

Maximum aggregate file size for the HTML version:
300 Kb, including all elements (GIFs, JPEGs) combined.

Ultramericial can build this Narrowband version based on the Broadband messaging, usually at no charge to the advertiser.

Sponsorship assets

Vector-based Sponsor Logo and optional slogan. Please provide in EPS or similar non-bitmapped format.



Third-party reporting tags and links to sponsor site

Ultramericial supports DART, Atlas, MediaPlex, and other third-party reporting tags. We also require the proper URLs for click-throughs to sponsor site. Ultramericial will place your tags within the ad units. Please test your tags prior to launch.

Ad effectiveness studies

Ultramericial supports the integration of studies from Dynamic Logic, InsightExpress and other research firms. JavaScripting can be placed within the concluding page, but MUST NOT generate a pop-up invitation window during or immediately after the Ultramericial runs. Timing the pop-up invitation to appear 1 minute after the conclusion of the ad unit has been seen to work best.

Ultramericial requires five (5) business days prior to flight to program and test creative for agency-built creative.

Let Ultramericial build your creative

If you have Video, Flash or Photoshop assets in any of the IAB standard formats, Ultramericial can repurpose those assets, usually at little or no charge. Please contact our Ad Ops department for details at adops@ultramericial.com.

Ten (10) days are required for Ultramericial-built creative.

Viewer customer service

Our goal, always, is to deliver Ultramericial advertising campaigns to the largest-possible segment of a publisher's audience, in the fastest, most robust manner possible.

Unlike many other rich media formats, we fully support Macintosh, UNIX and Linux-based operating systems and their associated browsers. We test each new campaign on over 40 OS/browser combinations.

We support dial-up connections with special versions of a campaign optimized for narrowband delivery.

We are the only ad unit with viewer customer support. If a viewer is having difficulties, we have a link within each ad that directs them to an easier-to-view ad or to our customer service pages, with detailed answers to most viewer encounter problems.

Cookie detection and support

Viewers of Ultramericials must accept first-party cookies from Ultramericial and first-party cookies from our host publisher. We detect when viewers have cookies turned off and politely ask for viewers to turn them on for at least Ultramericial and our host publisher. We also provide viewer support pages with instructions on how to do this for their browser. Always, the viewer is politely notified and empowered to choose what they'd like to do. We have found that approximately 98% of Ultramericial viewers accept first-party cookies by default.

Content delivery network

Ultramericial uses a content delivery network, utilizing thousands of edge-cached servers co-located at prominent central distribution hubs that greatly enhance the delivery of our content. This has allowed us to deliver video content without the need to pre-cache the files.

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Relational Databases and Reporting

Ultracomercial tracks every ad unit delivery using a relational database and dynamic serving. This allows us to customize the experience, direct the Ultracomercial from the server side (which prevents fraud), and provide robust real-time tracking and decision-making.

Ultracomercial provides advertisers access to our live interface that reports all tracking.

Ultracomercial also provides daily stats and monthly summaries. Please provide Michelle Keyes with the email addresses of those who wish to receive these reports.

Ultracomercial, LLC

310-750-6600
51 Malaga Cove Plaza
Palos Verdes Estates, CA, 90274
www.ultracomercial.com

Ad Ops
adops@ultracomercial.com

Michelle Keyes
VP of Advertiser and Publisher Operations
michelle@ultracomercial.com

Creative Team
creative@ultracomercial.com