



in-lineformatting

The Ultramerercial Ad Unit

Welcome to the largest advertising canvas on the Internet. Our format affords tremendous creative flexibility, and gathering of viewer behavioral data. Visit the Galleries section at www.ultramerercial.com for many creative examples.

Format Basics:

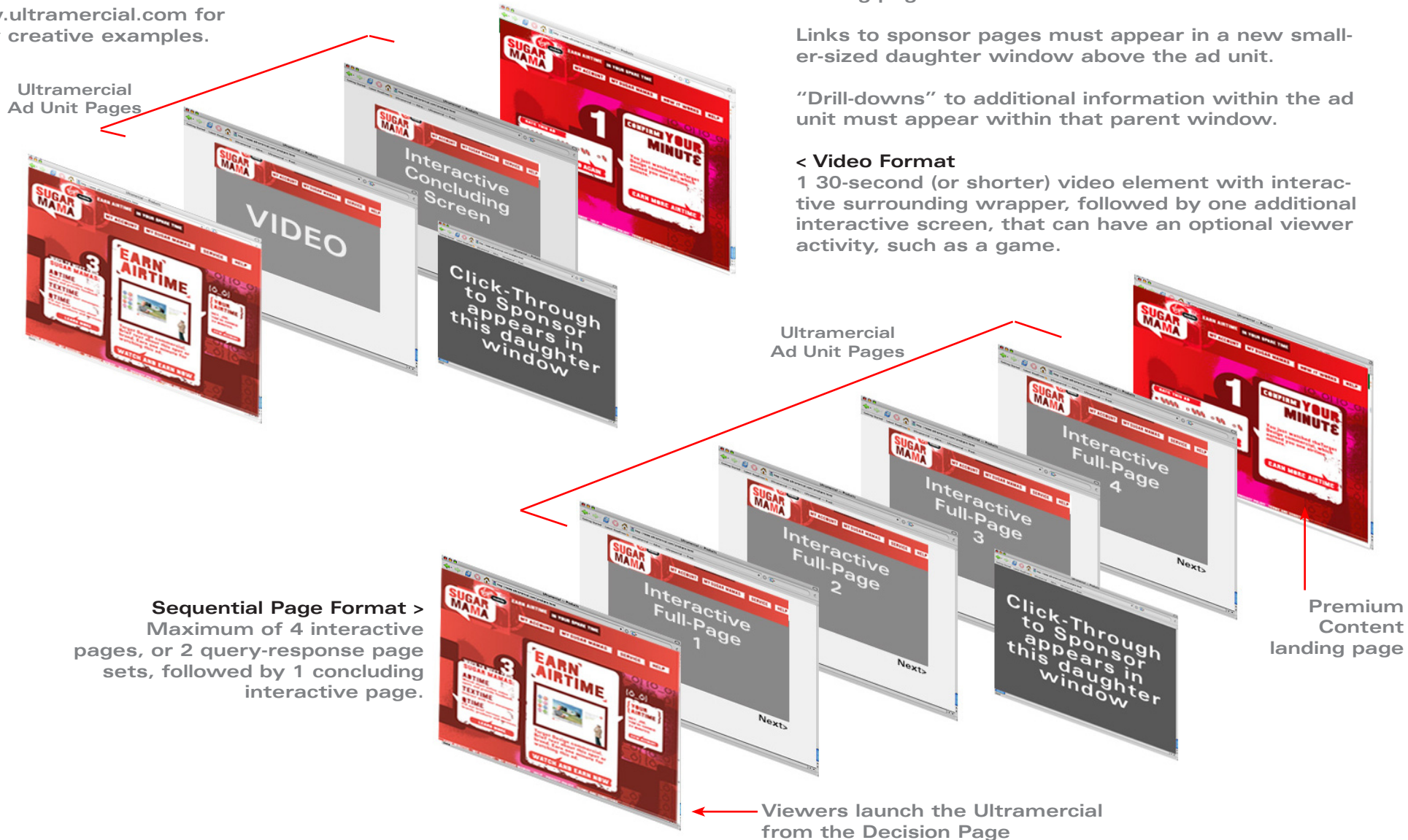
The Ultramerercial Ad Unit is always displayed in-line within the same browser window as the preceding decision screen and the following premium content landing page.

Links to sponsor pages must appear in a new small-sized daughter window above the ad unit.

“Drill-downs” to additional information within the ad unit must appear within that parent window.

< Video Format

1 30-second (or shorter) video element with interactive surrounding wrapper, followed by one additional interactive screen, that can have an optional viewer activity, such as a game.



Sequential Page Format >
Maximum of 4 interactive pages, or 2 query-response page sets, followed by 1 concluding interactive page.

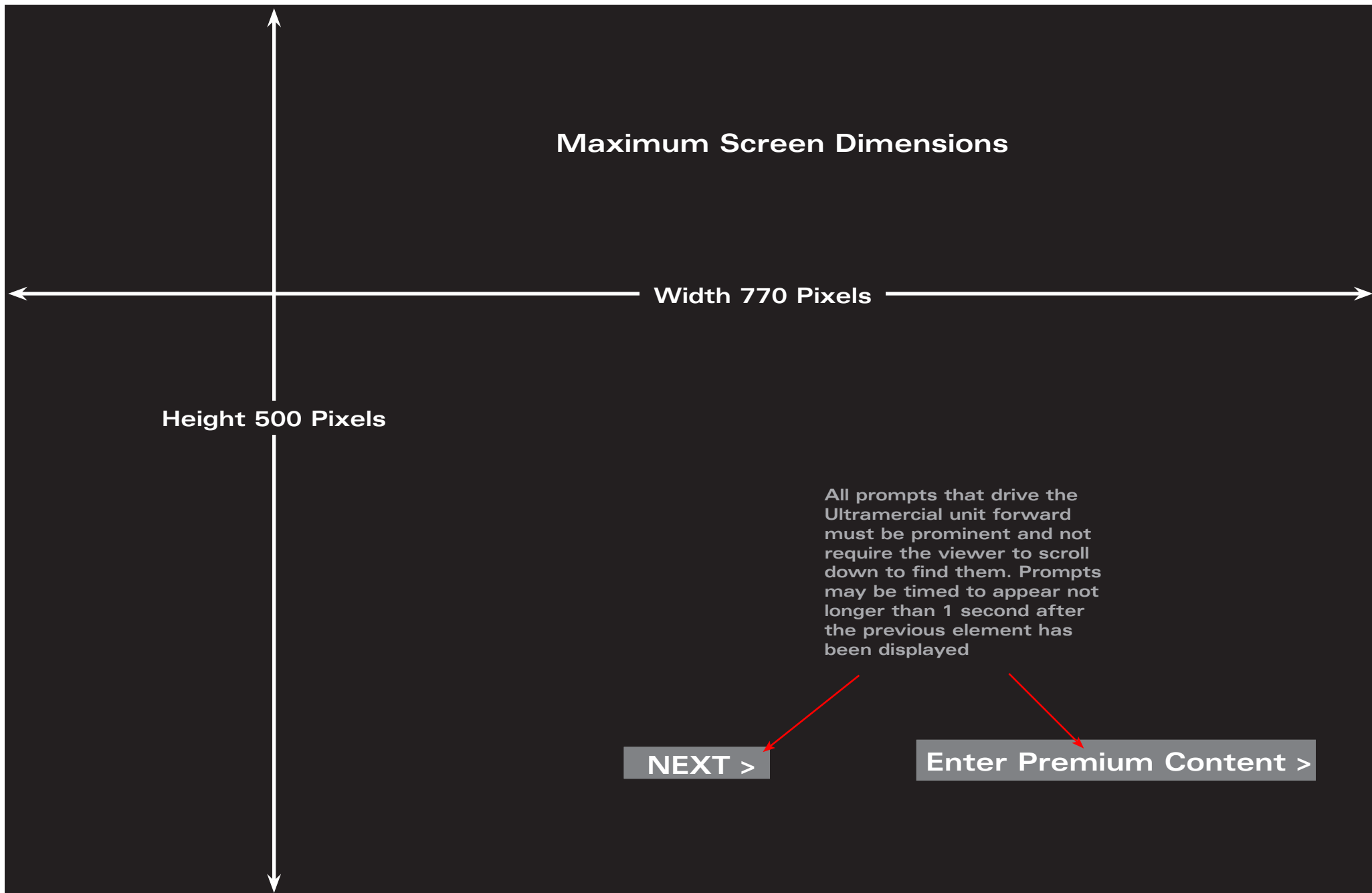
Viewers launch the Ultramerercial from the Decision Page

Premium Content landing page



live-areadimensions

A background color or pattern may extend beyond these dimensions. No bounding box required.



Maximum Screen Dimensions

Height 500 Pixels

Width 770 Pixels

All prompts that drive the Ultramericial unit forward must be prominent and not require the viewer to scroll down to find them. Prompts may be timed to appear not longer than 1 second after the previous element has been displayed

NEXT >

Enter Premium Content >



← 770x500 "Wrapper"- Maximum live area that contains video assets

Maximum Video Dimensions 640x480 -- Flash 8 VP6 Codec only -- Maximum video file size 2 Mb

Preferred Video Dimensions 400 pixels wide -- Flash 6 -- Maximum video file size 1.75 Mb

Minimum Video Dimensions 320x240 --

Flash 6 Sorenson Squeeze Codec --
Maximum video file size 1.75 Mb

Video assets may be placed anywhere within the
770x500 live area

Widescreen

We accept 16:9 and all other aspect ratios. We recommend that widescreen formats NOT include a letterbox. We can crop out letterboxing from your source files



videoproduction

770x500 "Wrapper"- Maximum live area that contains video assets

Visit Sponsor Site>

Video Wrapper may contain interactive elements
Buttons, logos or Hot Spots that link to Sponsor's Pages are encouraged.

Live Video Area

Video Controls
Video must auto start.

No pause control permitted.

At conclusion of video, Replay button may appear.

Sound 

Prominent SOUND OFF/ON Button must be present at all times.
Sound can be ON by default.

<<Replay

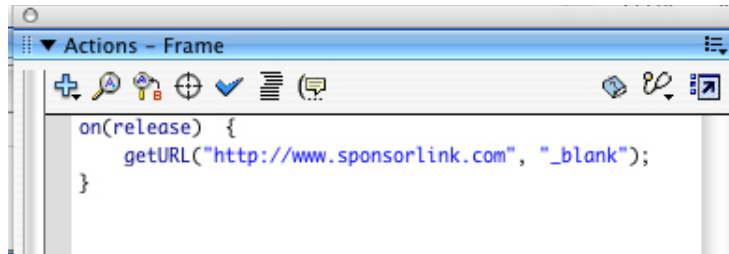
NEXT >

At conclusion of video the next screen can automatically reload into the same live area, OR a prominent button must be displayed to prompt viewer to next page.



flashproduction

770x500 maximum live area that contains flash assets



Build buttons for your own internal testing

Program your buttons with links that will allow you to test functionality. Ultramericial will reprogram these buttons to interface with our database for reporting.

Buttons or hot spots that link to Sponsor's Page

Links to Sponsor's Pages must appear in a daughter window above the ad unit. Please include "_blank" in your Action Palette link.

Ultramericial employs a proprietary script after you submit files, that will defeat Windows XP SP2 blocking of viewer-initiated daughter windows, and size those windows to the landing page dimensions.

Overall Hot Spot Areas

Please keep hot spot areas away from all navigation elements that drive the Ultramericial unit forward.

Links to Sponsor Pages

Links and hot spots may appear anywhere inside live area.

Optional Drill-Down Content that is Clicked-on or Moused-Over

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.

Links to Enter Premium Content, or to move the Ultramericial unit forward must be in a prominent position on the page

"Next>" buttons may be centered on the page.

Button Timing

"Next>" and "Enter Premium Content" buttons may be delayed by not more than 1 second after the display of the last element.

NEXT >

Visit Sponsor Site>

Enter Premium Content >



alternateassets

Let Ultramericial build your creative from your pre-existing assets. Please provide Flash .fla files and fonts

IAB Rectangle IMUs
300 x 250
300 x 300
240 x 400
336 x 280

IAB Skyscraper IMUs
300 x 600
160 x 600
120 x 600

IAB Leaderboard IMU
728 x 90
(accepted on a case-by-case basis)

IAB Rich Media
Page Takeovers or
Between Page Units
550 x 480
or other similarly sized units



productionnotes

Ultracommercial Format Summary

The Ultracommercial 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 Ultracommercial 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 01/17/2006. If you have any questions please phone Michelle Keyes, Director of Publisher and Advertising Operations at 310-765-4041 or email us: at creative@ultracommercial.com

Standard Ultracommercial Specifications:

Ultracommercial campaigns always have two versions of every ad unit:

- **Broadband-Flash 6 Unit** -- UML employs its proprietary detection scripts that determine a viewer's ability to view a broadband/Flash 6 ad unit. If these parameters are met, that unit is displayed. Approximately 85% of viewers receive the broadband version.

Maximum aggregate file size for Broadband-Flash 6: 2Mb including all Flash, Flash Video and related HTML pages.

Optional Flash 8/VP6 Video Version may be provided in addition to Flash 6 Unit.

- **Narrowband-HTML-Only Unit** -- If the detection scripts determine that the viewer lacks either Broadband and/or Flash 6, then the HTML-only version is displayed

Maximum aggregate file size for the Narrowband-HTML-only Unit: 300 kilobytes, including all elements (html pages, .swf files, GIFs, JPEGs) combined.

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

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 Ultracommercial, rather than click away to the advertiser's site.

All behavior within each Ultracommercial 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 Ultracommercial's Privacy Policy. Ultracommercial provides this personally identifiable information volunteered by viewers at the sponsor's request, solely to the Sponsor.

Audio in Macromedia Flash is optional If utilized, there must be a prominent sound on/off button or icon present at all times.

Trafficking your assets to Ultracommercial

Please send all assets to Michelle Keyes, Ultracommercial's Director of Publisher and Advertiser Operations - michelle@ultracommercial.com. File attachments over 10 Mb MUST be uploaded to our FTP servers, or provided on CD or DVD. Contact us for FTP info.

Flash Assets

Flash Professional 8, Flash MX 2004 Pro, Flash MX files are accepted. Ultracommercial requires both the .fla and .swf files. Also include all screen and printer fonts, HTML wrapper documents and a list of all actions requiring reporting, so that these elements can be programmed into the reporting database



productionnotes

Video Assets

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

Acceptable formats to submit, in order of preference:

- 1) Uncompressed QuickTime Files at 640 pixels wide
- 2) Final Cut Pro Uncompressed QT Files at 640 pixels wide
- 3) Raw DV Files
- 4) MiniDV Tapes from digital source files
- 5) Flash FLV files, at correct screen size, not exceeding 1.75 Mb.
- 6) Beta SP Tapes
- 7) DigiBeta Tapes

All files can be uploaded by you to our FTP servers. Please contact Michelle Keyes for a set of permissions, michelle@ultramericial.com

If you are sending Beta tapes, please send to:

Peter Kirby
 Media Art Services
 3632 Grand View Blvd
 Los Angeles, CA 90066
 310 390-2580 studio
 310 704-5944 mobile
peter@mediart.ws

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.

Because the Flash 8 Player is not as widely assimilated as the Flash 6 Player, we require that a Flash 6 Video version also be available.

Our detection script will determine if the viewer has Flash 8, and serve Flash 8 assets when detected.

HTML-Only Assets

GIFs, Animated GIFs, JPEGs, JavaScript and associated HTML pages. Ultramericial recommends building up to 4 "storyboard-style" pages based on the Broadband version, that viewers push through by clicking on "Next" buttons.

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 Pages

Ultramericial supports DART, Atlas, MediaPlex, and other third-party reporting tags. We also require the proper URLs for click-throughs to Sponsor Pages. 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 formats outlined within this document, Ultramericial can repurpose those assets, usually at little or no charge. Please contact Michelle Keyes for details at michelle@ultramericial.com.



productionnotes

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

Viewer Customer Service

Our goal, always, is to deliver Ultracomercial 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 Ultracomercials must accept first-party cookies from Ultracomercial 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 Ultracomercial 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 Ultracomercial viewers accept first-party cookies by default.

Content Delivery Network

Ultracomercial 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.

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.