



## **USER EXPERIENCE**

The Mobile Pushdown ad unit engages users by displaying a prominent horizontal advertisement between the site navigation and content. The Pushdown ad remains fully displayed for 4 seconds at which time the unit collapses into a smaller collapsed panel which can be re-expanded via a toggle button. User interaction inside the initial expanded panel view may override the 4 second auto collapse function. The Pushdown ad unit is frequency capped at 1 impression of the fully expanded unit per day, all repeat user impressions in that day load the pushdown in its collapsed panel state.

Potential applications include video, product details, photo carousel, hotspots and more. The pushdown can also be combined and interact with a 300x250 ad.

### **FIRST ENTRY PUSHDOWNS**

First Entry Mobile Pushdowns are different from the standard Mobile Pushdown because of a unique targeting strategy that delivers the creative to users on their first visit to the website on a particular day regardless of which page they visit (repeat visits do not re-encounter a collapsed pushdown). A standard Pushdown would be targeted to a specific destination, usually the homepage or a specific package. The First Entry Mobile Pushdown provides a delivery method for a high impact ad to users that may be coming to our site directly from a search engine or link that bypasses the homepage or other landing pages.

\* 3rd party served Mobile Pushdowns may be provided but are subject to our specs and approval.

## AD SPECIFICATIONS

### DIMENSIONS

Base Ad: 320x300 pixels

Collapsed Panel: 320x50 pixels

### FILE SIZE

- 125k total initial download for both panels.
- Up to 2.2MB polite download after full page download complete.

### ANIMATION

- 4 seconds in initial expanded state before collapsing to 320x50.
- Minimal “presentation animation” allowed in the leave behind collapsed panel.

### VIDEO

- Streaming available.
- Auto Play is allowed in expanded panel.
- Maximum streaming video file size 2.2MB.
- Clear and prominent video controls must be present.

### AUDIO

- Audio allowed on user interaction only.
- Audio controls to disable audio must be prominent and easily accessible to the user.
- All Audio must stop when the ad is collapsed or upon click through.

### EXPAND / COLLAPSE BUTTONS

- Must be prominently located in an upper corner on the right side of both panels.
- Text must indicate to the user that the button will expand/collapse the ad.
- Expand function may only be activated on click, not on mouse over.

### 3RD PARTY SERVED PUSHDOWNS

- Subject to SNI specs and Creative Services approval.
- Must be provided 5 business days prior to its live date to ensure adequate time for QA and any necessary revisions.
- z-index must be set below 5,000 to prevent creative from displaying above navigational flyouts.
- Must provide a non-flash backup. If using a static image, it must be 320x50 pixels.

### STORYBOARD

These diagrams illustrate the placement of the pushdown in-page in its expanded and collapsed states.

