



INTERACTIVE AD EXPERIENCE | Pushdown Showcase

USER EXPERIENCE

The Pushdown Showcase provides a high-value, persistent, “atmospheric” presence on the page where it is served. It should be viewed as a branding versus a direct response creative. The Pushdown Showcase initiates in a collapsed state, which occupies a prominent horizontal placement between the site navigation and content. It also extends around the edges of the page content as a background. A user may interact with the ad causing it to expand vertically. The increased real estate provides a more detailed experience, which may include video, slideshows, and dynamic content.

The Pushdown Showcase should be used when a singular message or branding is the primary objective but additional interaction is desired. Potential applications include video, product details, photo carousel, hotspots and more. The Pushdown Showcase can also be combined and interact with a 300x250 ad.

AD SPECIFICATIONS

DIMENSIONS

Base Size: 994x175 pixels, full width page background

Expanded Size: 994x418 pixels

FILE SIZE

- 150k total initial download for all assets
- Up to 2.2MB polite download after full page download complete.

ANIMATION

- Unit may automatically expand to the expanded size once per user per day.
- Minimal “presentation animation” allowed initially, advanced animation allowed upon user interaction.
- Expand animation to animate in new or expanded page elements should be minimal.
- It is recommended to use non-flash animation techniques such as TweenLite or CSS3 animation, to allow for increased page integration and mobile device compatibility.

VIDEO

- Streaming available.
- Auto Play is allowed. If the unit auto-expands to the expanded size on page load video must be muted if auto-playing.
- Video is only allowed in expanded state.
- Maximum streaming video file size 2.2MB.
- Clear and prominent video controls must be present on the video.
- It is recommended to use a non-flash video player such as the native browser player or JPlayer, to allow for mobile device compatibility.

AUDIO

- Audio is not allowed in base size.
- Audio may auto-play in expanded size, unless the unit auto-expanded upon page load.
- Audio controls to disable audio must be prominent and easily accessible to the user.
- All Audio must stop when the ad is collapsed, upon click through, or when the page loses user focus¹.

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.

1. Page focus means the browser window or tab is the currently active window. Focus can be lost by activating the window of any other program or browser window.

STORYBOARD

These diagrams illustrate the placement of the Pushdown Showcase in-page in its expanded and collapsed states. The max height for the background image is 800px.

