



USER EXPERIENCE

The Sidekick ad unit engages users by displaying a 300x600 ad unit, prompting users to click to expand.

Upon expanding, apply more applications such as video, product details, photo carousel, hotspots and more.

Sidekick will expand horizontally while maintaining the height of its initial state. The expansion can expand up to 700px wide, beside the initial 300px, leaving the frame at a total of 1,000x600.

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

AD SPECIFICATIONS

DIMENSIONS

Base Ad: 300x600 pixels

FILE SIZE

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

ANIMATION

- 8 seconds in initial state.
- Minimal “presentation animation” allowed in expanded states.

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 app is collapsed or upon click through.

EXPAND / COLLAPSE BUTTONS

- Must be prominently located in an upper corner on the right side of the app.
- 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 SIDEKICKS

- 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.
- If using flash please provide a none flash back up.

STORYBOARD

The diagrams illustrates the placement of the sidekick in-page

