HTTPOOL ENGAGEMENT DESKTOP
TEHNICAL SPECIFICATIONS AND GUIDLINES

Httpool Engagement is a new way to engage with your target audience. It allows advertisers to publish interactive creative solutions which allows users to directly reach conversion goals within the banner itself (e.g. signing up for a newsletter, becoming a Facebook fan, watching a video). Advertisers can choose between two different creative versions of the Engagement: Httpool Engagement Corner and Httpool Engagement Bottom.

Engagement ad creative consists of two parts:

Teaser Ad   Main Ad

The Teaser Ad allows delivery of ads of different formats and placements within the publisher's site, choosing between bottom and bottom-right-corner positions. The Main Ad is the same for Bottom and Corner Teaser Ads.

The Engagement Ad does not follow the natural flow of the publisher's website. Instead, it appears relative to the user's browser window after mouse activity has been detected, making sure that the ad will not be missed. For creating Engagement Ads you'll need both creative and technical knowledge.

1. Teaser Ad

Teaser Ad is shown to the user, when he shows activity on the publisher's site (e.g moves the mouse, scrolls the page, ...).

The following formats are allowed:

- 728x90 - 728x180; If ad is higher than 90px, it must be transparent and only specific elements can be higher

- 300x250

- 336x280
- Video

> Video codec: mp4, flv, mpg, mov
> Audio codec: AAC
> Height: min. 250p
> Length: max. 300sec
> File size: < 200MB
> Suggested Resolution: 1280x760
> Ratio: 16:9

Teaser Ad is can be an image (.png, .jpg, .jpeg, .gif). It should not be more than 128kB in size.

Teaser Ad can aslo be an video. The sepecification please refer to above.

Example:

This is a normal 728x90px banner with the car sticking out of the 728x90px box.

2. Main Ad

When the user is on the Teaser Ad for two seconds with his mouse cursor or when the user clicks on the ad, the ad expands into Main Ad. The user can close the Main Ad manually by clicking on the close button [x] which is added automatically by AdPlatform.

The Main Ad can be literally anything. It's an html canvas, where you have social plugins, video playing, surveys, sweepstakes or anything else you can come up with.

Recommended size of the Main Ad is 960x400. This size was selected, because it fits into 1024x768px monitors. AdPlatform will not display Engagement Ads to users with browser viewports smaller than the Main Ad's dimensions. You can go with bigger sizes if you want, but you will get less inventory and you will not reach all users you would otherwise.

When creating a Main Ad, you're actually building a mini-site within a directory. Due to the complexity of the javascript involved in displaying the Main Ad take special care with crossbrowser testing.

Keep in mind that if you're hiding elements on the page with javascript it's considered good practice to preload them. When you're finished just zip the whole directory and upload it directly into AdPlatform or send it to your Httpool contact.

Example Main Ad:
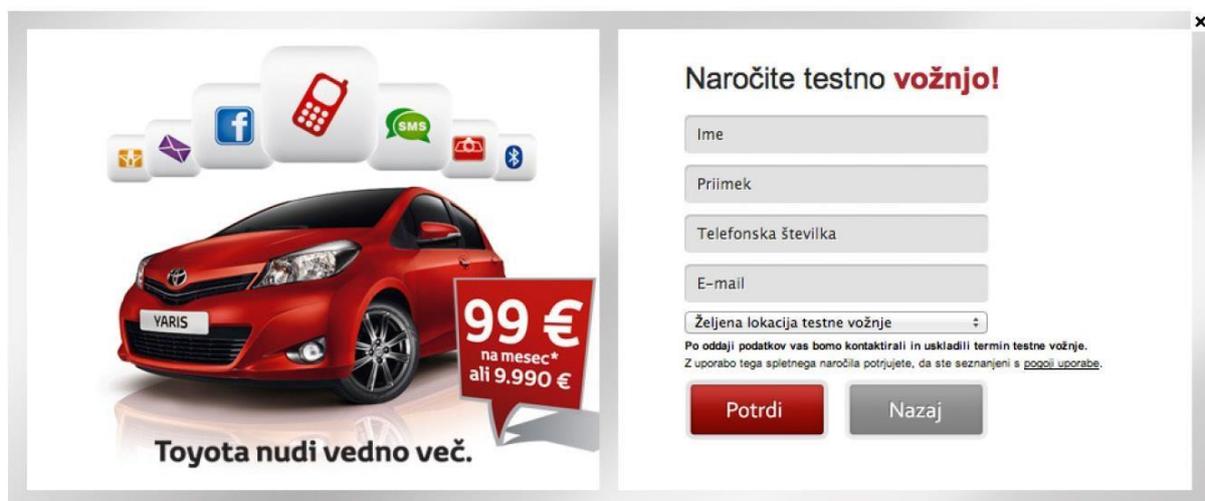
A 960x400 Main Ad with a test drive registration form.

3. Limitations

- Allowed file types: .html, .swf, .flv, .css, .js, .png, .gif, .jpg, .jpeg, .pdf
- Maximum number of files: 10
- Maximum combined size: 10MB
- Files must have completely different names, regardless off extension (e.g. index.html and index.js will be in collision)
- Required file: index.html

- Charset must be set to UTF-8

There should not be any files starting with a period . (e.g. .DS_STORE), no system cache files (e.g. thumbs.db, folder.ini), no self-contained executables (ie. .exe files, PHP files).

Example file list:

- style.css
- default.css
- scripts.js
- banner.jpg
- movie.flv □ player.swf □ …

4. Tracking Events in Main Ad
Click Macro

To track user actions following a link in your Main Ad area, mark your links with the `rel="track-click"` Macro code (see example). This will dispatch the link in question through our redirection service which will allow the gathering of click statistics.

In order for the Click Macro to work, the code must be contained within a HTML `a tag` rel attribute. If you are already using the rel attribute for your own purposes separate the different values with a space and append it at the end.

Basic Example:

```
<a href="http://www.httpool.com" rel="track-click">Visit
Httpool</a>
```

Usage with existing rel Example:
```
<a href="http://www.httpool.com" rel="next-button track-click">Next gallery</a>
```

5. Interactions
To track user interactions inside the Main Ad area, you can use the Engagement javascript library which can be accessed from every .html

document inside your package via the `__tba` variable. It has the following methods:

trackInteraction(label, value)

- label - the name of the event you want to track - e.g. "Pause Video" (type String, UTF-8 characters & space, max length 64)
- value - (optional) value you want to store - e.g. "5:12" (type String, UTF-8 characters & space, max length 64)

initClickTracker()

Re-initializes all links for click tracking. This is useful if you have loaded in new content via AJAX or other methods.

Example with onClick:
```
<img onClick="javascript:__tba.trackInteraction('movie-stop', '1:49');" src="...">
```

Example with jQuery* events:
```
$('img').on('click', function () {__tba.trackInteraction('movie-stop', '1:49');});
```

assuming jQuery 1.8+

6. Advanced Interactions

If you wish to track interactions during page load and/or before all javascript libraries finish to initialize (included in the Engagement Javascript Library) you can asynchronously track these events by using the TBA Queue.

Example:

```
var __tbaq = __tbaq || [];
__tbaq.push(['trackInteraction', 'Video stopped', '1:19']);
```

Note the array within the `push()` method: To use it correctly the first element must be the method name you wish to invoke asynchronously

(in this case trackInteraction) followed by the parameters you wish to pass to this method once it is called.

In fact, you can replace all of your `__tba.*` calls with `__tbaq.push([...])` since these two are transparently interchangeable. The only downside is the syntactical verbosity of the latter.

7. Video Embedding
Integrated Video Player

The Engagement Ad library comes with a preconfigured video player which you can use to track specific user actions on the video itself (ie. play/pause, mute, seek, duration watched).

The video player uses jQuery so you will have to include it before the Httpool Engagement video library.

```
<script
src="http://ajax.googleapis.com/ajax/libs/jquery/1.8.2/jquery.
min.js"></script>
<script src="http://cdn.toboads.com/static/engage-
lib/video.js?2013-09-09"></script>
```

Once it's loaded you can combine jQuery's ready event to target your container and spawn the video player.

```
<div id="movie"></div>
<script>
$(function () {
        __tba.video($('#movie'),
                'http://cdn.toboads.com/static/engage-lib/examples/example1.flv', {
autoplay: true, // false to disable autoplay
backgroundColor: '#545454',                          controlsBackgroundColor:
'#000000',                       progressColor: '#b53e3b',
volumeSliderColor: '#ca5653',                          width: 960,
height: 400,
                    replayLabel: 'Play again'
            });
});
</script>
```

The example above will wait until the DOM is fully loaded and spawn the player with the supplied flv video within the element with the id

'movie'. The last parameter specifies options the player consumes to further customize its look and feel. See below for all settings.

Options:

- backgroundColor - the background color of the player
- controlsBackgroundColor - the background color of the controls plugin (by default, at the bottom of the player area)
- progressColor - the inner color of the progress bar
- volumeSliderColor - the color of the active part of the volume slider
- width - the width of the video player in pixels
- height - the height of the video player in pixels
- replayLabel - the label of the replay button at the end of the video (leave blank to only show the icon) – default: "
- Note: if you do not specify the width and height of the video player it will assume the dimensions of its container (e.g. the 'movie' div in the above example). You can predefine this inline, with CSS or pass it as an option to the video() call.

8. Video Alternatives

If you have no need for tracking video interactions you can also embed a 3rd-party video player (ie. YouTube, vimeo).

9. Development and Testing Sandbox

To test the Main Ad container locally (without having to re-upload the entire creative to the production servers) you can download and run a sandbox in which you can test interactions.

To access the sandbox, download it from
http://cdn.toboads.com/static/engage-lib/sandbox/latest.zip

Extract the sandbox into a folder containing your Main Ad creative, run '_sandbox.html' in a browser and follow the instruction there-in. If possible, ensure that the sandbox is running on a local server (ie. Accessed via the `http://` protocol opposed to `file://`). This will ensure that the sandboxed iframes will not have any cross-domain issues.

In the sandbox environment, interactions will be displayed on a tooltip in the bottom right corner of the Main Ad area instead of being sent to the server. This is intended and will not be visible once your product is deployed (no manual configuration necessary).

If you are embedded our video player, you'll see flowplayer logo in sandbox which will also not be visible in production.

10. Troubleshooting

- If you encounter issues with the sandbox at any point during development, please re-download it and clear your browser's domain cache for cdn.toboads.com Not all sandbox features are supported in older browsers.
- If you have any further issues see your Httpool Contact person.