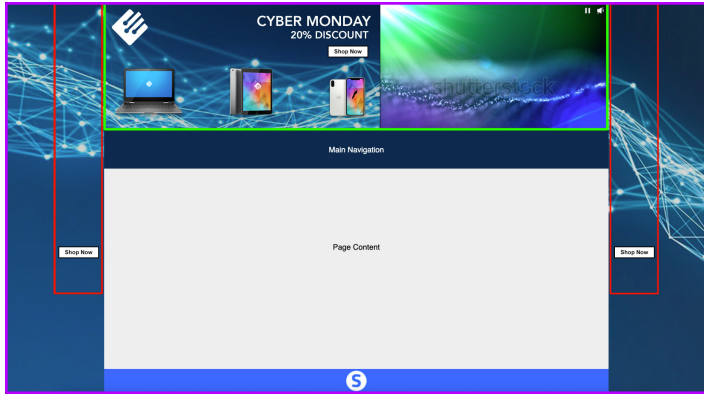


Build an Crispy Skin Video Ad

Overview

Crispy Skin template **doesn't require any coding skill**, you just need to produce all creative assets and add them to the template.



Crispy Skin template is made by **3 main components**:

- **Background Image** (purple border): 1920x1080px, jpg image. This image **shouldn't contain any text, logos** or any other crucial Adv elements; it will acts as a wallpaper. Text and logo should be added within Header and Sidebar components.
- **Sidebar Images** (optional, red border): 150x650px, 2 png images (transparent). Sidebars are positioned on both sides of publisher's site, they will be shown in case if there is enough space between site page and the browser window.
- **Responsive Header** (green border):
 - **video file**: 16:9, 640x360 MP4 H.264, Max bitrate 1500kbps, max size 3MB.
 - **last frame image**: 640x360 jpg image.

- **background images**: 5 png images, refer to **CrispySkin_Guideline.psd** file.

1. Produce banner assets

- Crispy Skin template:

Unzip **CrispySkin.zip** template file.

- Replace template files with your campaign assets:

Image files are located in folder '► AdditionalAssets', make sure to **replace assets with same dimensions/name** as template's images.

Video file is located in folder '► panels► header► videos', make sure video file name is **video.mp4**.

2. Upload your template and create Immersive Takeover Ad:

- Blank Ad ▾

1. Compress your assets to a .zip file, make sure to compress files directly keeping index.html at the top-level. Zip file max size allowed is 4MB.
2. Login in Sizmek platform, from the main menu, select **Creative > Ads**.
3. From the toolbar, select **New Ad > Blank Ad**.
4. In the **Creative Assets** section, click **Workspace Folder > Assign Asset**, upload and select your .zip file (it will become a Workspace Folder).
5. Save your Ad.

3. Ads delivery, Q&A

1. From the main menu, select **Creative > Ads**.
2. Select your Ad and click on **Copy IDs**. This will copy Ad ID to the clipboard.
3. Send **Ad ID** to **it-cs@sizmek.com**

Note: We also recommend you to send over the PSD file.