



# Rich Media Ads

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We all know that images have the power to capture the eye in ways that text cannot, however big it is. But given the constraints of the web, we have limited screen space and our layouts can manage only as much in terms of advertising space. Don't you want more?

What has impeded the Advertiser's eye-ball grabbing capacity even further is the user-tendency to completely ignore the standard Ad Banner spaces in a layout. Earlier this was bypassed by creating a unique layout but users have become smarter too, reducing ROIs across the board.

## Expand your Ad and your Horizons

How do advertisers get their messages across to users now? It's a question that's been answered quite effectively through Rich Media Ads. Now you can publish an ad that stays within the banner container by default, but expands to cover a major portion of the screen dimensions when activated, either by user action or any other trigger. This way, the user gets to see the ad splashed across the best part of the screen, ensuring a greater attention, effective recall and a significantly greater probability of action.

## How it works

In order to implement expandable ads on your website, all you need is ZEDO's Rich Media Ads solution. How it works is very simple

- **Step 1:** Create two ads, one that is displayed within the container, and the other that shows on an expanded canvas.
- **Step 2.** Choose between the Rich Media Ad options provided by ZEDO
  - **Overlay:** This option lets your Ad play on the center of the screen in the expanded mode upon page load. Once the movie is played, it gets out of the expanded mode and returns to its standard banner location on the page.
  - **User Initiated Expandable:** This option lets the user trigger the expanded play of the movie. Once the user clicks the ad, it moves into the expanded mode and plays the ad. A Close button appears on the expanded movie canvas so the user can close the expanded ad and a Replay button appears on the default banner.
  - **Mouse Over Expandable:** This is the same as the User Initiated Expandable option, except in this case; the ad goes into expanded mode when the user moves his mouse-pointer over the ad banner.
- While Overlay and Mouse over Expandable modes don't need any coding, User Initiated Expandable mode needs a certain amount of code to be implemented in the flash files.

- Code for the Base Ad: In the base ad that opens in default mode, you need to insert this code
 

```
on(release){
  getURL('javascript:zzReplay();', '');
}
```

(zzReplay can also be substituted by zzExpand function.)
- Code for the Expanded Ad: In the Expanded Mode Ad file, you need to add this piece of code
 

```
on(release){
  getURL('javascript:zzClose();', '');
}
```

Together, these two chunks of code ensure that the base ad leads into the expanded and the expanded ad, after playing, back to the base-ad file.

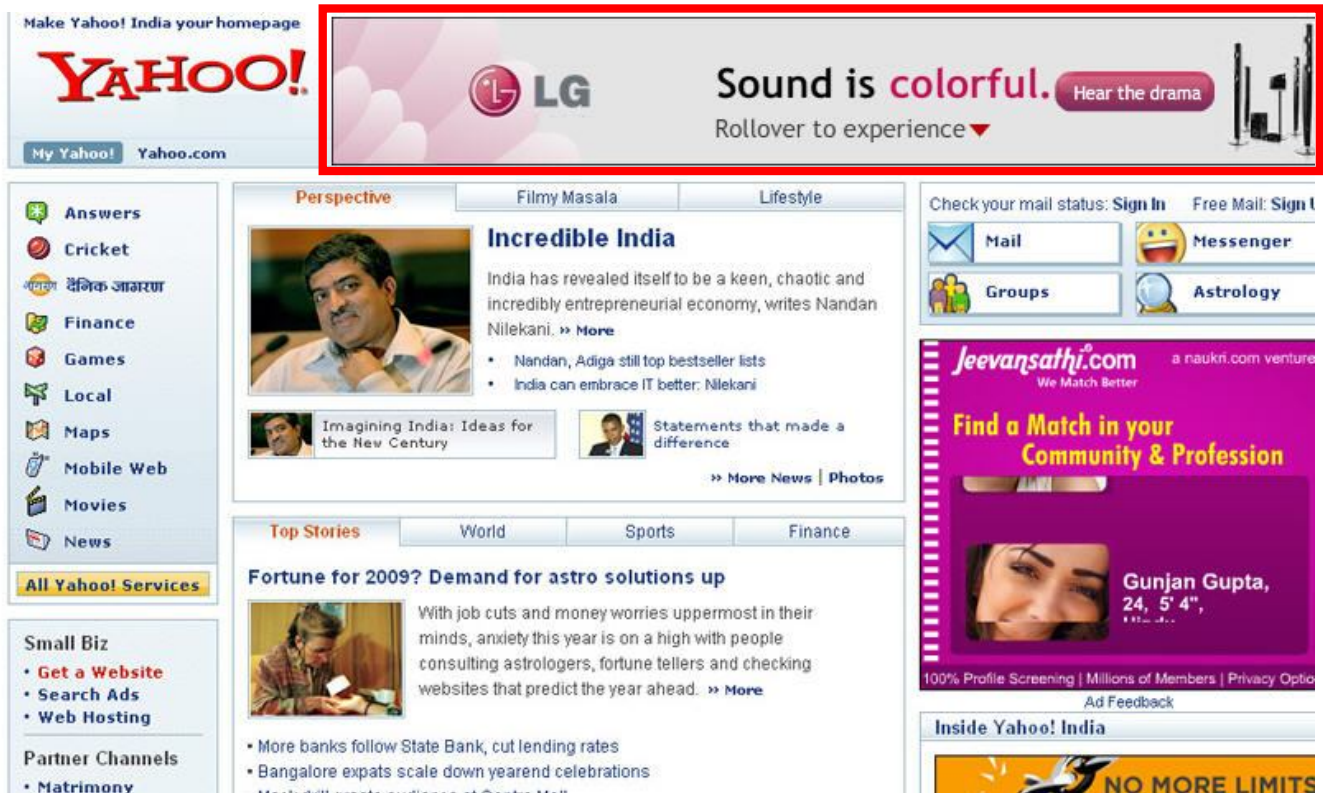


Fig. 1 - Rich Media Ad in Default Mode

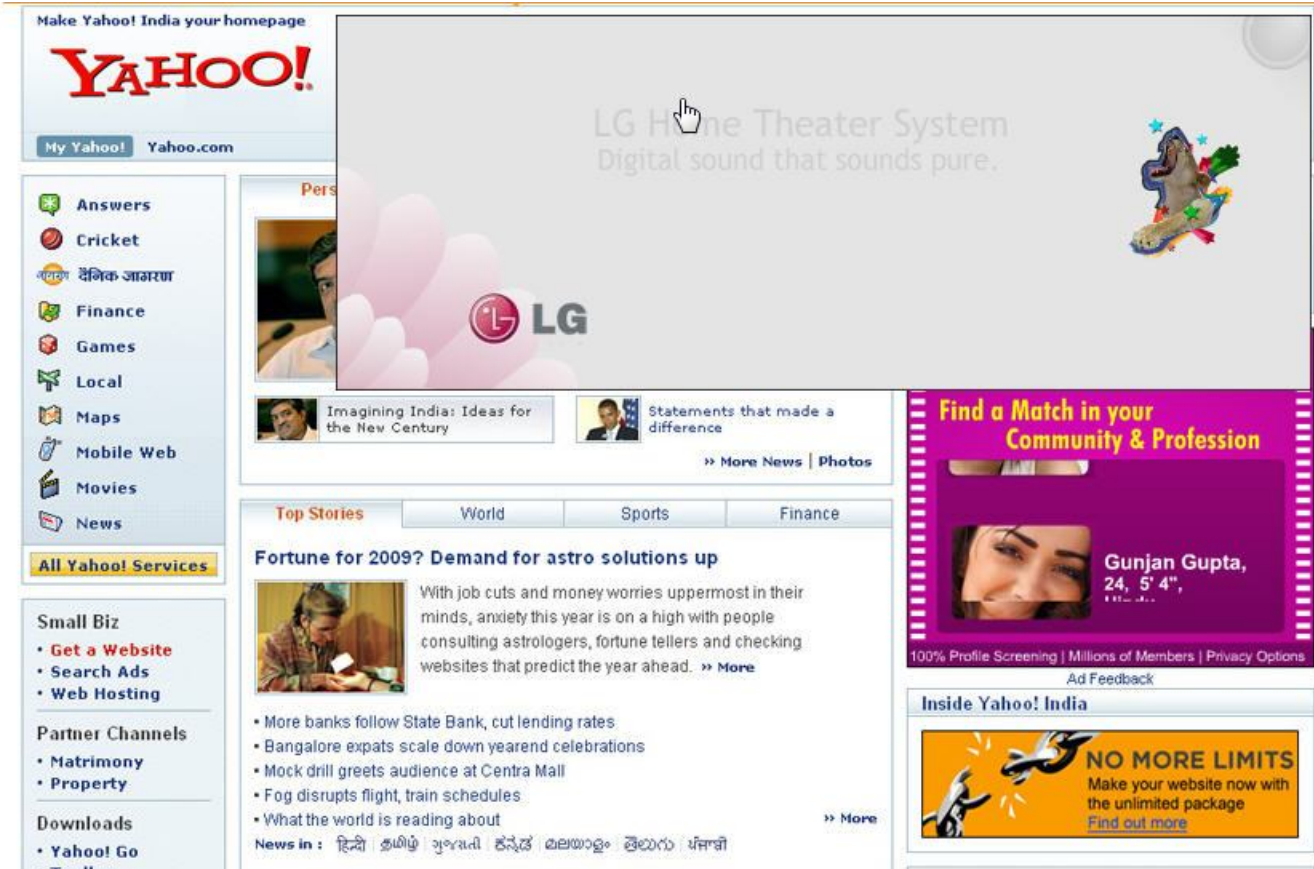


Fig. 2 - Rich Media Ad in Expanded Mode

## How to Implement – Change mockups to new Create ad

Note: A campaign is first created in the ZEDO system and then the ads are created within the campaign.

### Create Ad



Fig. 3 - Creating the campaign

**Ad Details**

Normal Flash Ads in Flash **Rich Media Ads** Pop-Up/Pop-Under Text Link Tracker Sliders

**Campaign Name:** Black Berry

**Rich Media Ad Types\*:**

**Ad Dimension\*:**

**Ad Name\*:**

**Ad Notes:**  
*Type the notes here*

**Base Unit\***

Upload Flash       Flash URL

**Click through URL:**

Skip URL validation

**Overlay Ad**

Upload Flash\*       Flash URL

**Click through URL\*:**

Skip URL validation       Open clickthrough URL on the same page

**Fig. 4 – Creating the Ad**

## Generating the Ad Tag

Once you have created your ad, move to the [Ad Tag Generator](#) Page to generate the Ad Tag that will ultimately display your ad on your publisher’s web page.

**Note: Rich Media Ads work only with JavaScript tags.**

## Functional Specifications

The functionalities of ZEDO Rich Media Ads are given below.

### Functional Capabilities:

**Overlay Mode:** The Ad loads in expanded mode and once the movie finishes playing, the ad goes back to its default dimensions in the layout.



**User Initiated Expanded Mode:** The Ad loads in the default mode in the layout and when the user clicks, it goes into the expanded mode, and gives the user the control to close the expanded mode, in which case the ad returns to the default dimensions.

**Mouse-Over Expandable Mode:** Here, the Ad loads in the default mode and when the user hovers the mouse pointer over the ad, it moves into expanded mode and the ad returns to its default mode when the mouse-pointer is moved away from the AD.

## Prerequisites

There are certain pre-requisites to running Rich Media Ads on a publisher. They are:

- The publisher needs to have the Rich Media Ads feature turned on
- The Flash Files need to be created as per the ZEDO guidelines provided
- Two flash files are required for this ad setup
- The ads should be clickTAG enabled as per macromedia standards.

## Constraints

ZEDO Ad tags works with only one constraint as of now. While we strive to ensure that our customers get a no-conditions solution, at present

- Only JavaScript Tags are supported and not iFrame Tags

## Summary

ZEDO Rich Media Ads offers an engaging Advertising experience. With expandable Ads, advertisers can deliver a high-impact messaging to the user in an effective manner, ensuring that advertisers have a greater chance of a user action, while also seeing to that users still remain in control of their browser screens.

This also helps publishers, as they do not have to reduce the content on their web pages in order to accommodate advertising. This is a unique, 'Get More for Less' offering that helps take advertising to the next level of user experience.