

Expandable banners:



General expand-specifications

- The expandable-function must not start before 1 second after mouse over.
- Expandable banners functions in Firefox and Safari can be limited; therefore it might be necessary to use fallback material to these browsers.
In expandable flash-banners – Transparency or Opaque mode can be applied.
- The expandable banner consists of a top banner in the size 930x180 (collapsed) and a max of 930x600 (expanded)
- Additional specifications for flash banners also applies to expandable banners (see <http://salg.eb.dk>)

On ekstrabladet.dk we have two different expandable-banner options on the monster/top banner 930x180/600: **1) Expandable banner with “drop down”** and **2) Expandable banner with “push down”**. Description and specifications – see below:

Besides the abovementioned, it is also possible to have a bottom banner which expands:
3) Expandable banner 300x250



1) Expandable-banner with “drop down”

The way the Expandable banner with “drop down” works, is that it expands over the editorial content – this is the normal function of an expand banner.

Expandable banners:

The variable expandTAG contains the URL which expands a flash to its full size

ActionScript:

```
on(release)
{
  getURL(expandTAG, "_blank");
}
```

Alternative FSCCommand to expand:

```
on(release)
{
  fscommand("expand");
}
```

CollapseTAG

The variable collapseTAG contains the URL which collapses a flash to its collapsed size

ActionScript:

```
on(release)
{
  getURL(collapseTAG, "_blank");
}
```

Alternative FSCCommand to collapse:

```
on(release)
{
  fscommand("collapse");
}
```

FSCCommand for Expand Height:

2) Expandable-banner with "push down"

Expandable banner with "push-down" – acts in a way that the expand function in the banner – pushes down the editorial content of the site.

The Expand function in the banner must work through the whole banner – this means, that it is not possible for the banner to expand partially at "mouse over".

Important for expandable banners with push down:

- The expandable function must be activated by "mouse over" or by click – on the banner, and must be deactivated by "mouse out" – i.e. the expand function must be made without TAG.
- Expandable banners with push down must only be made in ActionScript2
- The Expand banner with push down must not include a "close –button"

An example of the coding of "click tag", "expand" and "collapse"-function:

```
on (rollOver) {
    gotoAndPlay("expand");
}
on (rollOut) {
    gotoAndPlay("contract");
}
on (release) {
    gotoAndPlay("contract");
    gotoAndPlay("collapse");
}
```

Expandable-banner with "push-down" has to be sent to Ekstra Bladets Backoffice (backoffice_ebn@eb.dk)

5 days before campaign start, at the latest. That way the banner can be tested and perhaps be adjusted.

3) Expandable-banner 300x250

300x250 Expandable-banner works in the way that it expands to the left of the banner – above the editorial content. If there is a desire to expand to the right or downwards – it can be tested – contact Backoffice at least 5 days before campaign start at backoffice_ebn@eb.dk – then the material can be tested and perhaps corrected.

Expandable banners:

The Variable expandTAG contains the URL to expand a flash to its full size.

ActionScript:

```
on(release)
{
    gotoAndPlay(expandTAG, "_blank");
}
```

Alternative FSCCommand to expand:

```
on(release)
{
    gotoAndPlay(fsccommand("expand"));
}
```

CollapseTAG

The Variable collapseTAG contains the URL to minimize a flash to its collapsed size.

ActionScript:

```
on(release)
{
  getURL(collapseTAG, "_blank");
}
```

Alternative FSCCommand to collapse:

```
on(release)
{
  fscommand("collapse");
}
```

FSCCommand for Expand Height:

If the banner is hosted by a 3. Party, the following applies:

Adform only accepts expand banners which are made in two files. These banners have to be compiled in Flash 8 or higher. According to an Adobe bug (<http://bugs.adobe.com/jira/browse/FP-1065>), popup issues can occur if the banners are compiled in earlier versions than Flash 8 in IE7.

- Adform Expand banners have to have a normal size and an expanded size – plus backup files in corresponding sizes – e.g. an expandable banner in 930x180 consists of two files: one banner in 930x180 and another in for example 930x600.
- clickTAG variable must be implemented in the expanded banner. Detailed instructions on this can be found here: <http://www.adform.com/adf/support.html>.
- Always test the Flash-banners live by using Adforms Creative Test Module here: <http://test.adform.com>