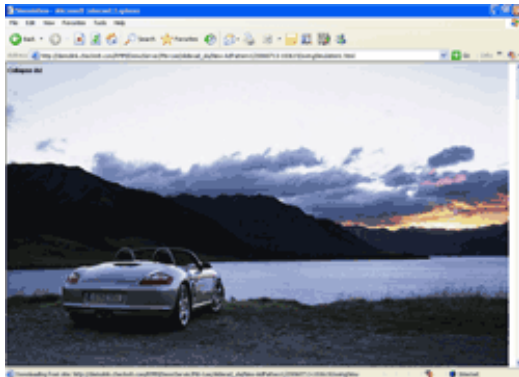


Description



The Slider ad expands and pushes the page content rather than expanding over it. After several seconds, the Slider ad collapses back to its original dimensions. The first time a user sees the Slider creative, the ad auto-expands and auto-collapses after several seconds. In any subsequent view, the ad starts collapsed and expansion is user-initiated.

Click here to see [demo1](#) (auto Expand) and [demo2](#) (manual Expand)



Specifications

- ✓ **Dimensions:** **On Slate:** 990 x 600 pixels (auto expanded and manual expanded)
On WP: 965x600 pixels (auto expanded and manual expanded)
On Budget Travel Online: 965 x 600 pixels (auto expanded and manual expanded)
On Newsweek: 990x600 pixels (auto expanded and manual expanded)
- ✓ **File size:** 100KB per movie
- ✓ **Animation Length:** up to 7 seconds
- ✓ **Media types:** Macromedia Flash version 8 or below
- ✓ **Comments:** Must include a visible “close ad” button in the **top left corner of the ad in 16pt Arial font** when expanded and a visible “expand” or “play again” button when the ad is collapsed. Must include a clearly visible “AD” label on the left of the ad when collapsed. The ad should have a 1x1 pixel border to differentiate it from editorial content. **“Close Ad” button must be in 16 pt Arial font. No exceptions.**
- ✓ **Creatives:** WPNI must host creatives. WPNI cannot accept third party tags for Sliders, however third-party tracking pixels and clicktags are allowed.
- ✓ **Materials:** Must provide FLAs, fonts, etc. when submitting creatives.
- ✓ **Timeline:** Must allow WPNI at least **five** business days to test ad unit before launch.
- ✓ **Please note:** **Your ad will be visible to readers using Internet Explorer and Firefox.**

Templates – These templates are in Slate dimensions, if creating slider for other site please adjust dimensions to match above specs.

FLA example: http://www.washingtonpost.com/wp-adv/adspecs/templates/slider_manual1206 fla

SWF example: http://www.washingtonpost.com/wp-adv/adspecs/templates/slider_manual1206 swf

FLA example: http://www.washingtonpost.com/wp-adv/adspecs/templates/slider_auto1206 fla

SWF example: http://www.washingtonpost.com/wp-adv/adspecs/templates/slider_auto1206 swf

Step-by-Step Guide

The Slider Ad is created as **two** SWF movie files (one is the auto-expand version and the other is the manual expand version). The first slider movie should begin with automatic expansion and the second slider movie begins collapsed and could be expand manually by the user. Please follow the below step-by-step instructions.

Creating the movie:

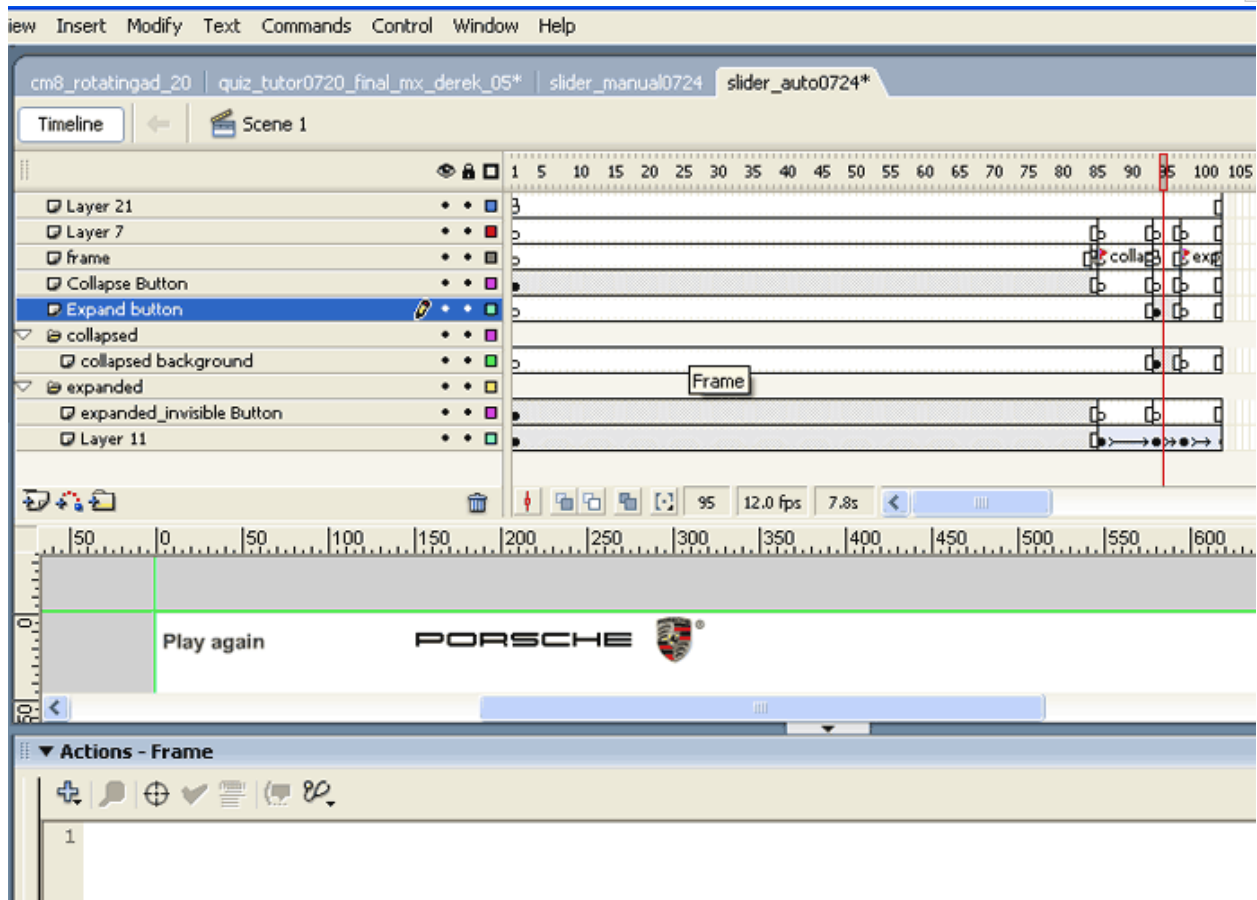
Create an ad with the above *expanded dimensions*. The ad should animate per the *animation length* mentioned above. Make sure you start the animation on the second frame, leaving the first frame blank.

The basic movie clip instances of the expanding slider are the header¹, full size take over ad², play button and collapse button. In addition, we need to create an invisible button³ instance on the top of the take over ad for the click-through.

Auto Expanding Slider on Page Load:

1. General: (REF: slider_auto0724 fla)

- Movie starts from "expand" frame, plays for 7 seconds and rolls back ("collaps" frame).
- Collapse button: to roll back to *collapsed dimensions* ("collapse" frame).
- At the end of frame after 7 seconds, frame action **fscmmand("cm8_collapse")** to collapse the ad .



[figure A4 – frames in auto expanding movie]

2. Movie Clip instances:

- Play Again button: clicking on the Play Again button will expand the ad. The play button should be implemented with the below code:

```
on(press)
{
    fscommand("cm8_collapse");
    _root.gotoAndPlay("expand");
}
```

- Click button: on top of the all layers. Must send out `getURL(_root.clickTAG, "_blank");` on press or release for Click through URL.

```
on(release)
{
    getURL(_root.clickTAG, "_blank");
}
```

- Collapse button: clicking the collapse button will collapse the ad. Please use the following code to collapse the ad:

```
on(press)
{
  fscommand("cm8_collapse");
  _root.gotoAndPlay("collapse");
}
```

3. Frames:

- Collapse frame
- 7 seconds ad playing

Tip: if the creative appears choppy during expansion or collapse, use transition up/down or fade in/out on the expand frame and collapse frame.

TEMPLATES USING SLATE DIMENSIONS – FOR YOUR REFERENCE ONLY

FLA example: http://www.washingtonpost.com/wp-adv/adspecs/templates/slider_auto1206.fl

SWF example: http://www.washingtonpost.com/wp-adv/adspecs/templates/slider_auto1206.swf

Manual Expanding Slider:

1. General: (REF: slider_manual fla)

- Movie stops on the first frame using the stop() event
- Collapse button: to roll back to *collapsed dimensions* ("collapse" frame).
- Play Again button: clicking on the Play button expands the ad. Ad plays for 7 seconds and starts to collapse by sending **fscommand("cm8_collapse");** .

2. Movie Clip instances:

- Play Again button: clicking on the Play Again button will expand the ad. The play button should be implemented with the below code:

```
on(press)
{
  fscommand("cm8_collapse");
  _root.gotoAndPlay("expand");
}
```

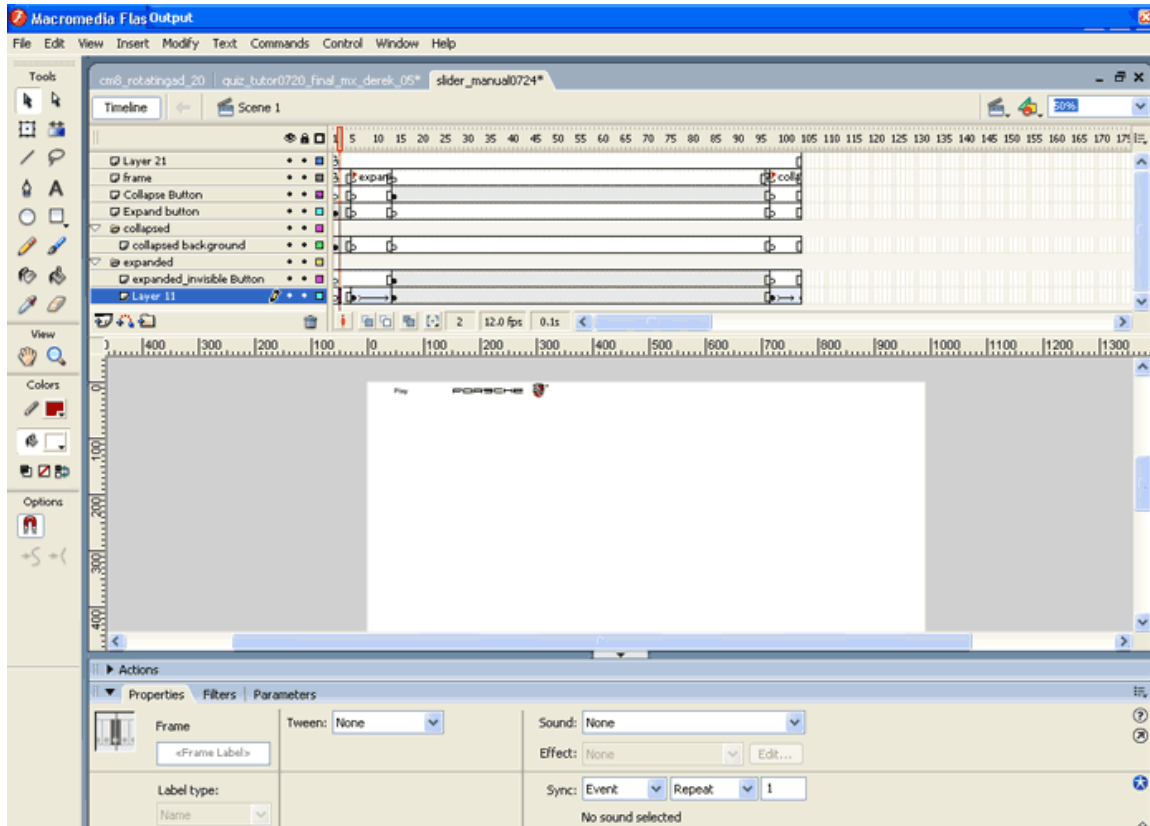
- Click button: on top of the all layers. Must send out **getURL(_root.clickTAG, "_blank");** on press or release for Click through URL.

```
on(release)
{
  getURL(_root.clickTAG, "_blank");
}
```

- Collapse button: clicking the collapse button will collapse the ad. Please use the following code to collapse the ad:

```
on(press)
{
  fscommand("cm8_collapse");
}
```

```
}_root.gotoAndPlay("collapse");  
}
```



[figure B4 – frames in manual expanding slider movie]

3. Frames:

- Collapse frame: must include a stop() event
- 7 seconds ad playing

Tip: if the creative appears choppy during expansion or collapse, use transition up/down or fade in/out on the expand frame and collapse frame.

TEMPLATES USING SLATE DIMENSIONS – FOR YOUR REFERENCE ONLY

FLA example http://www.washingtonpost.com/wp-adv/adspecs/templates/slider_manual1206 fla

SWF example http://www.washingtonpost.com/wp-adv/adspecs/templates/slider_manual1206 swf

¹ Header for slate : 990x30 / Washington post : 965x30

² Full size take over ad for slate : 990x600 / Washington Post : 965 x 600

³ Invisible button dimension follows the full size take over ad