

Build an Interstitial Ad

1. Produce banner assets

- Choose your template version:

- **Interstitial Video:** Use InterstitialVideo.zip file - Video is autoplayed with audio off, Ad will close at video end.
- **Interstitial Responsive - No Video:** Use InterstitialNoVideo.zip file - Interstitial will show images according to user display dimension. No video required.

Note: All Interstitial templates include a **countdown** and **close button**.

- Replace template files with your campaign assets:

- **Interstitial Video:** Replace 'panels > default > videos > video.mp4' file with your campaign video. Recommended **video specs:** 728x410 MP4 H.264, Max bitrate 1500kbps, max size **3MB**.
- **Interstitial Responsive - No Video:** Creative assets are located in 'panels > default > images' folder, make sure to **replace assets with same dimensions/name** as template ones. Our responsive template just requires **4 images: 640x960, 960x640, 576x1024, 1024x576**.

Note: Our templates support **retina displays:** you can use 1X, 2X or 3X images. (e.g. for 640x960 background image you can choose between: 640x960px (1X) image, 1280x1920px (2X) image or a 1920x2880px (3X) image.)

- TEST your Interstitial in local:

Open 'panels > default > index.html' file in your browser and check your creative format before upload to Sizmek platform.

Note: Interstitial is a responsive format so make sure everything looks fine resizing browser window to emulate different users' monitor.

2. Create an Interstitial Ad:

- Blank Ad ▾

1. Compress your template assets to a .zip file. Max size allowed 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. In the **Ad Name** field, type a unique name for your ad.
6. In **Panels > Advanced Panel settings** tab, make sure to select the option (Always auto-expand) - UNLIMITED.
7. 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: All creative assets must be sent 3 days before the online start date.