Zing Mp3 Roadblock
Creative Specification

A mobile-first platform that helps your business acquire real results from real users

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HTML5 Banner Ads

Adtima no longer accepts Adobe Flash (swfs) for rendering display ads on our network. This is driven by recent browser setting updates from Google Chrome, and existing browser settings from Mozilla Firefox and Apple Safari, that limits Flash display ad capabilities displayed on web pages.

It is time to start building your ads in HTML5.

Recommended Tools   for building HTML5 Ads

Adobe Flash CC HTML5 Canvas

Flash Professional CC enables you to create an HTML5 Canvas document with rich artwork, graphics, animations, and so on. A new document type (HTML5 Canvas) has been added to Flash Pro that provides native support for creating rich and interactive HTML5 content. It means that you can use the traditional Flash Professional timeline, workspace, and tools to create content, but produce HTML5 output.

New to Flash CC HTML5 Canvas? Learn how to create and publish an HTML5 canvas document: https://helpx.adobe.com/flash/how-to/creating-publishing-html5-canvas-document.html

Google Web Designer

You can create and animate contents using the drawing tools, text and 3D objects provided. Once you're done creating your content, Google Web Designer outputs clean human-readable HTML5, CSS3, and JavaScript. It offers a library of components that lets you add image galleries, videos, ad network tools, and more.

For more information: https://www.google.com/webdesigner/

Adobe Edge

Adobe Edge Animate lets web designers create interactive HTML animations for web, digital publishing, rich media advertising and more, reaching both desktop and mobile with ease.

Preparing your ads

Before delivering your ad, take a look at the following checklist to ensure your ads run smoothly on Adtima.

How Adtima serve expandable/companion ad

Adtima Ad Server treats expandable banner ad as two separate banners:

- Standard banner (i.e. 300x250 standard banner)
- Expansion banner (i.e. 600x250 expansion)

Each banner, like any other banner, is wrapped inside an iframe. Dimension of the iframe is set relatively to the contained banner. All the banner's contents, therefore are bound inside that area, says 300x250 in case of 300x250 standard banner.

Interactions (i.e.: expansion) between banners are handled by Adtima's render engine, not by banners themselves. These two banners are attached to a single booking (placement)

Click tracking

Also known as ClickTAG. You don't have to add ClickTAG into your banner, Adtima Ad Server handles ClickTAG automatically.

Asset Compression

To compress assets, use PNG "crushers" and other forms of images compression. Try http://tinypng.com

Minimize File Counts

To help in reducing the overall weight of an ad, the number of individual files included for download should be minimized.

Backup Image

Make sure to send backup image alongside with your ad.

Ad Packaging

Archive your ad files into a single .zip file. The Zip file should follow the guidelines below:

- There must be a **index.html** file in the root folder.
- File may be organized in subfolders or maybe present solely within the root folder.
- All code and assets needed to run the ad should be contained in the .zip file. All code and assets should be relatively referred to by the index.html file.

In-banner video

If you have video in your ad, DO NOT embed your video. It should be sent to Adtima's support team for implementation.

Browser support

HTML5 is supported in all modern browsers (Chrome 40 and above; Firefox 35 and above; Internet Explorer 10 and above (including Edge); Opera 20 and above; Safari 7.0 and above).

Browser Support Matrix http://html5test.com/results/desktop.html

Browsers automatically handle unrecognized elements as inline elements and older browsers can be "taught" to handle "unknown" HTML elements. However, Internet Explorer 8 and earlier does NOT support styling of unknown elements (so a backup image needs to be served).
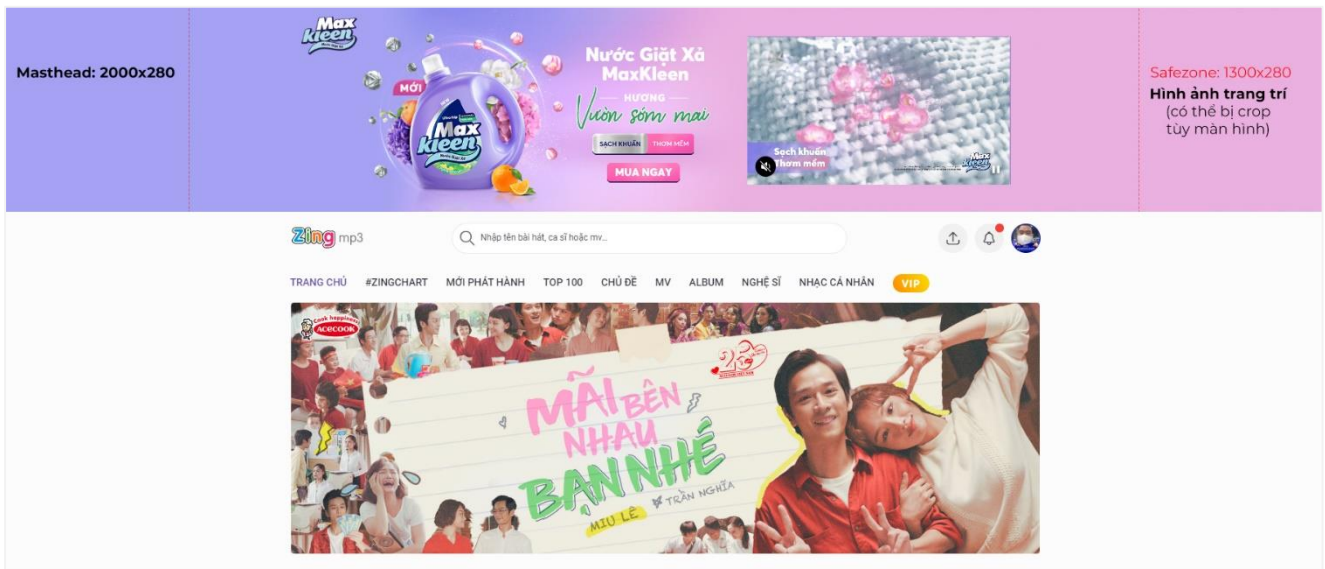
HTML5 defines eight new semantic, block- level elements. To secure correct behavior in older browsers, set the CSS display property to block. For example:

header, section, footer, aside, nav, main, article, figure {display: block;}

Roadblock Specification

Desktop Masthead Top (Home)

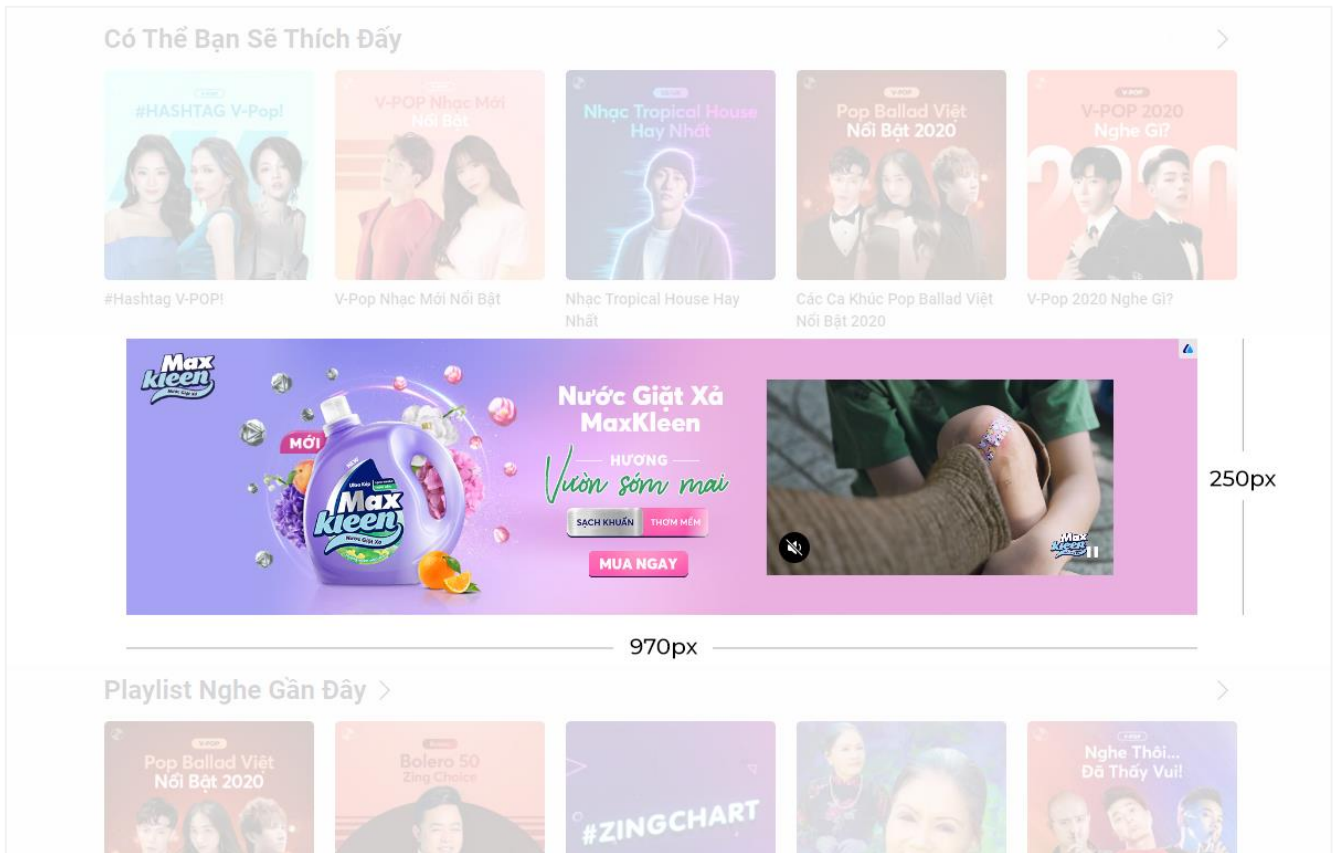Desktop Masthead lies on top of the site. [Link demo](#)

SPECIFICATIONS

Name	Dimension (W x H)	Format	File size	Requirement
Desktop Masthead	2000x280	HTML5	240KB	▪ Audio must be user initiated. ▪ Safezone: 1300x280 (Hình ảnh trang trí ngoài safezone có thể bị crop tùy màn hình)
Additional Load	Must be user initiated. Max additional load size: 2MB			
Backup image		JPG	150KB	
Video (Optional)	16:9 ratio	MP4/WEBM	2MB	▪ Autoplay allowed ▪ Max duration 30 seconds ▪ Replay allowed with user initiation ▪ YouTube and ZingTV embed player supported ▪ Mute by default
Border (Optional)	NONE			
Tracking	Support third party tracking code. TVC trueview tracking supported.			

Masthead Inline (Home)

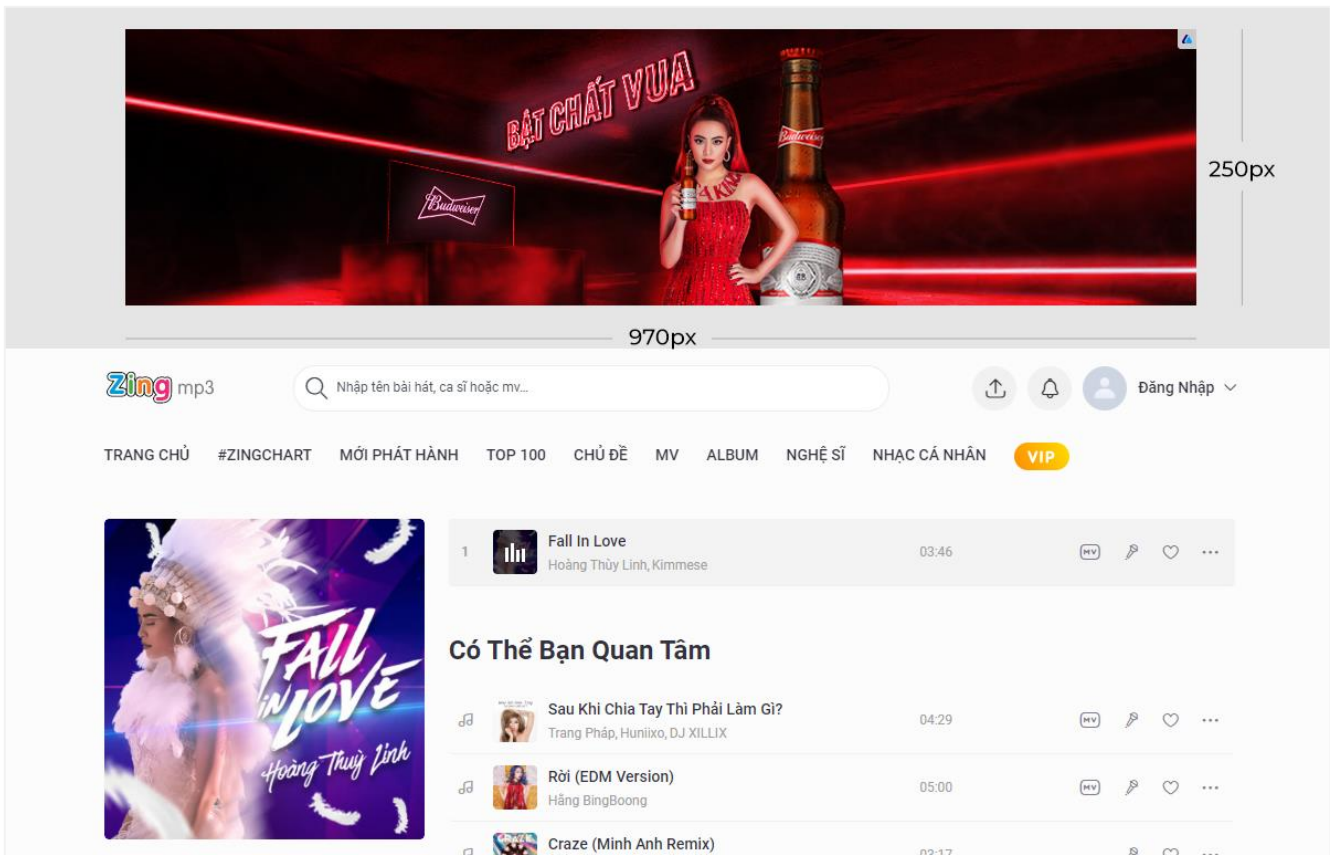Desktop Masthead lies inline of the site. Link demo

SPECIFICATIONS

Name	Dimension (W x H)	Format	File size	Requirement
Desktop Masthead	970x250	HTML5	240KB	▪ Audio must be user initiated.
Additional Load	Must be user initiated. Max additional load size: 2MB			
Backup image		JPG	150KB	
Video (Optional)	16:9 ratio	MP4/WEBM	2MB	▪ Autoplay not allowed ▪ Max duration 30 seconds ▪ Replay allowed with user initiation ▪ YouTube and ZingTV embed player supported ▪ Mute by default
Border (Optional)	If banner ad has white background, a coloured border should be specified.			
Tracking	Support third party tracking code. TVC trueview tracking supported.			

Masthead (Sub)

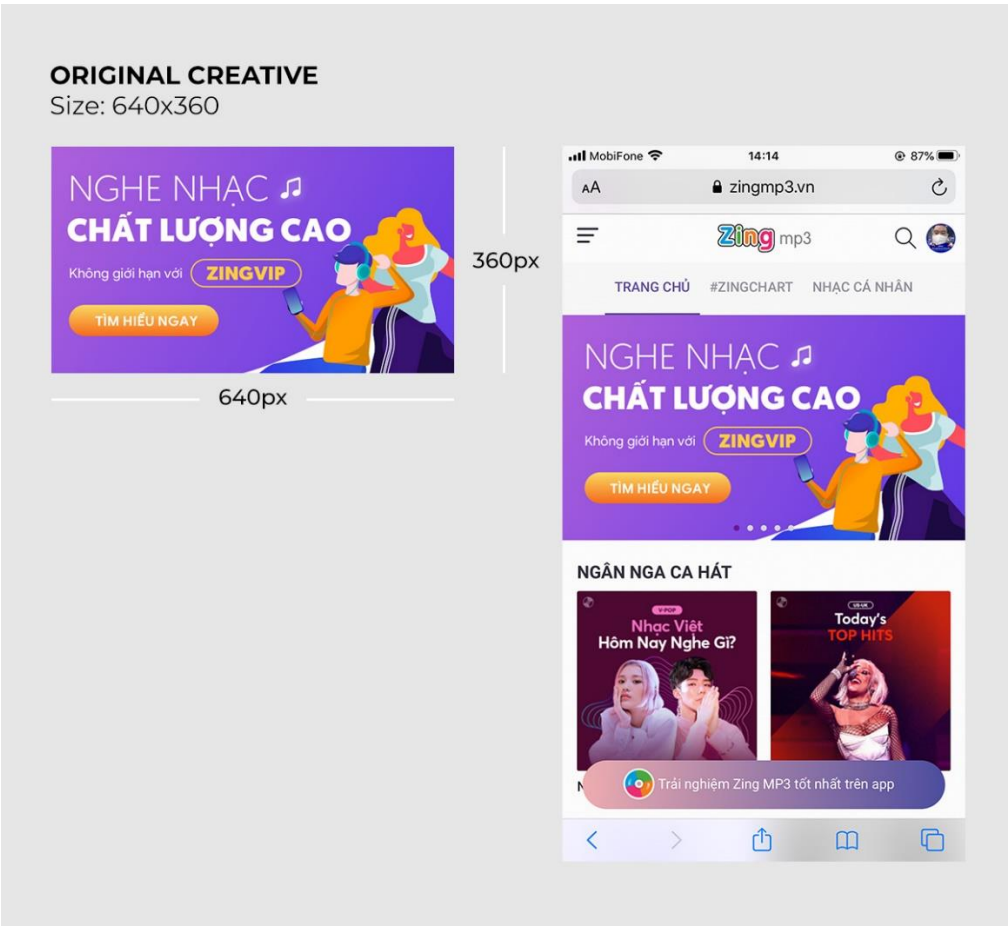Desktop Masthead lies on top of the site. [Link demo](#)

SPECIFICATIONS

Name	Dimension (W x H)	Format	File size	Requirement
Desktop Masthead	970x250	HTML5	240KB	▪ Audio must be user initiated.
Additional Load	Must be user initiated. Max additional load size: 2MB			
Backup image		JPG	150KB	
Video (Optional)	16:9 ratio	MP4/WEBM	2MB	▪ Autoplay allowed ▪ Max duration 30 seconds ▪ Replay allowed with user initiation ▪ YouTube and ZingTV embed player supported ▪ Mute by default
Border (Optional)	NONE			
Tracking	Support third party tracking code. TVC trueview tracking supported.			

Mobile Web Masthead

Mobile Masthead lies on top of the mobile website. Mobile Masthead is designed to be responsive across multiple devices and platforms.
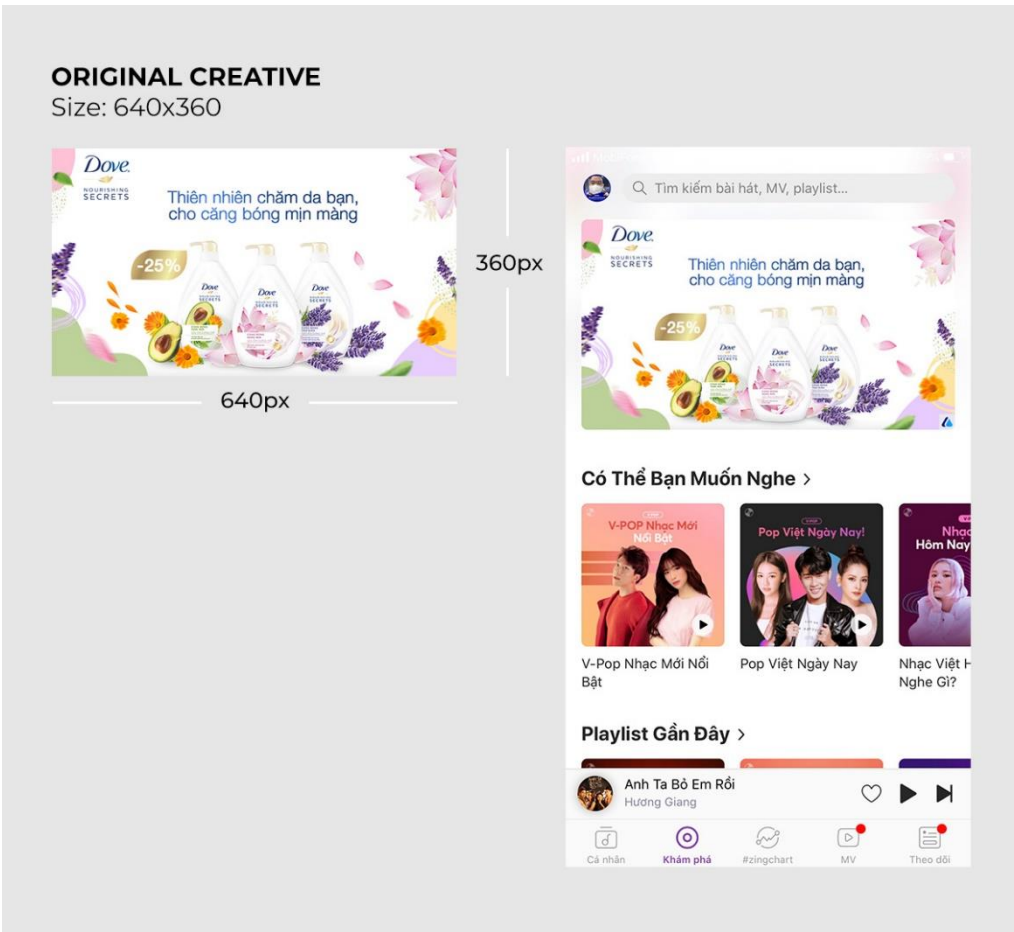

SPECIFICATIONS

Name	Dimension (W x H)	Format	File size	Requirement
Mobile Masthead	640x360	JPEG	250KB	
Border	NONE			
Tracking	Support third party tracking code. TVC trueview tracking supported.			

Zing MP3 App masthead
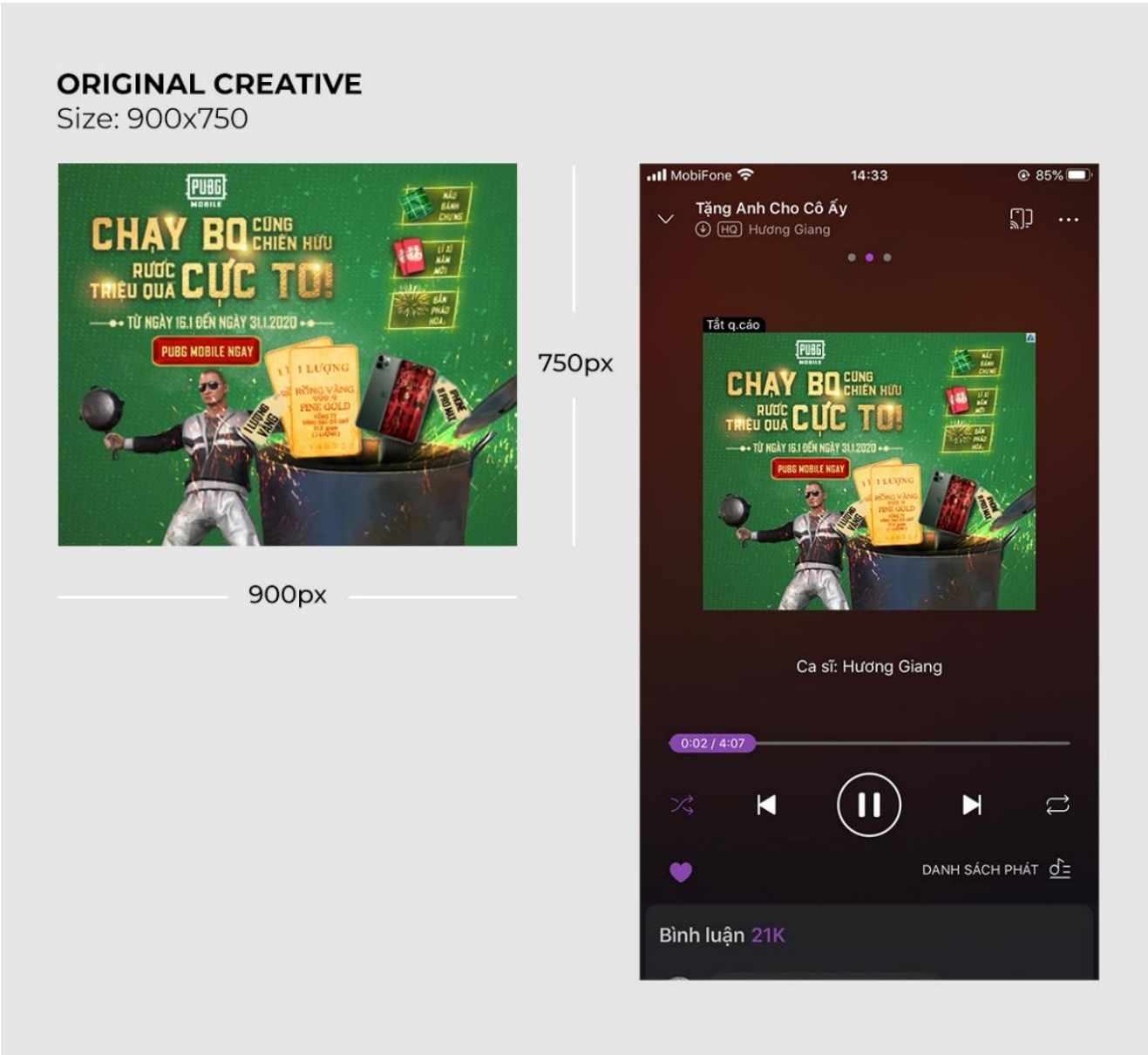
Mobile App Masthead lies on top of the home screen app.

SPECIFICATIONS

Name	Dimension (W x H)	Format	File size	Requirement
Mobile Masthead	640x360	JPEG	250KB	
Border	NONE			
Tracking	Support third party tracking code. TVC trueview tracking supported.			

Player banner App
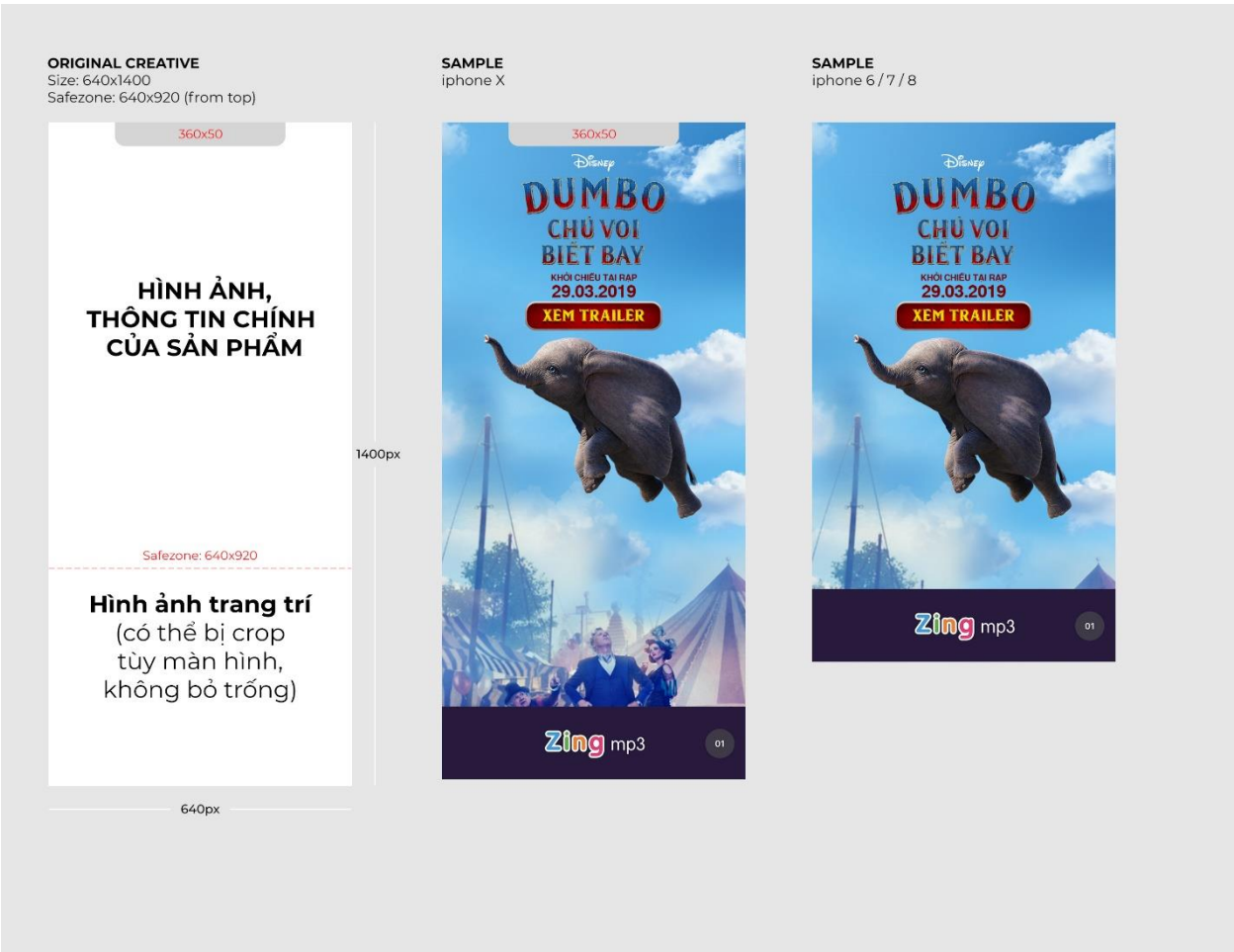
Mobile App Masthead lies on top of the home screen.

SPECIFICATIONS

Name	Dimension (W x H)	Format	File size	Requirement
Player banner	900x750	JPEG	250KB	

Welcome Ads (Native App)

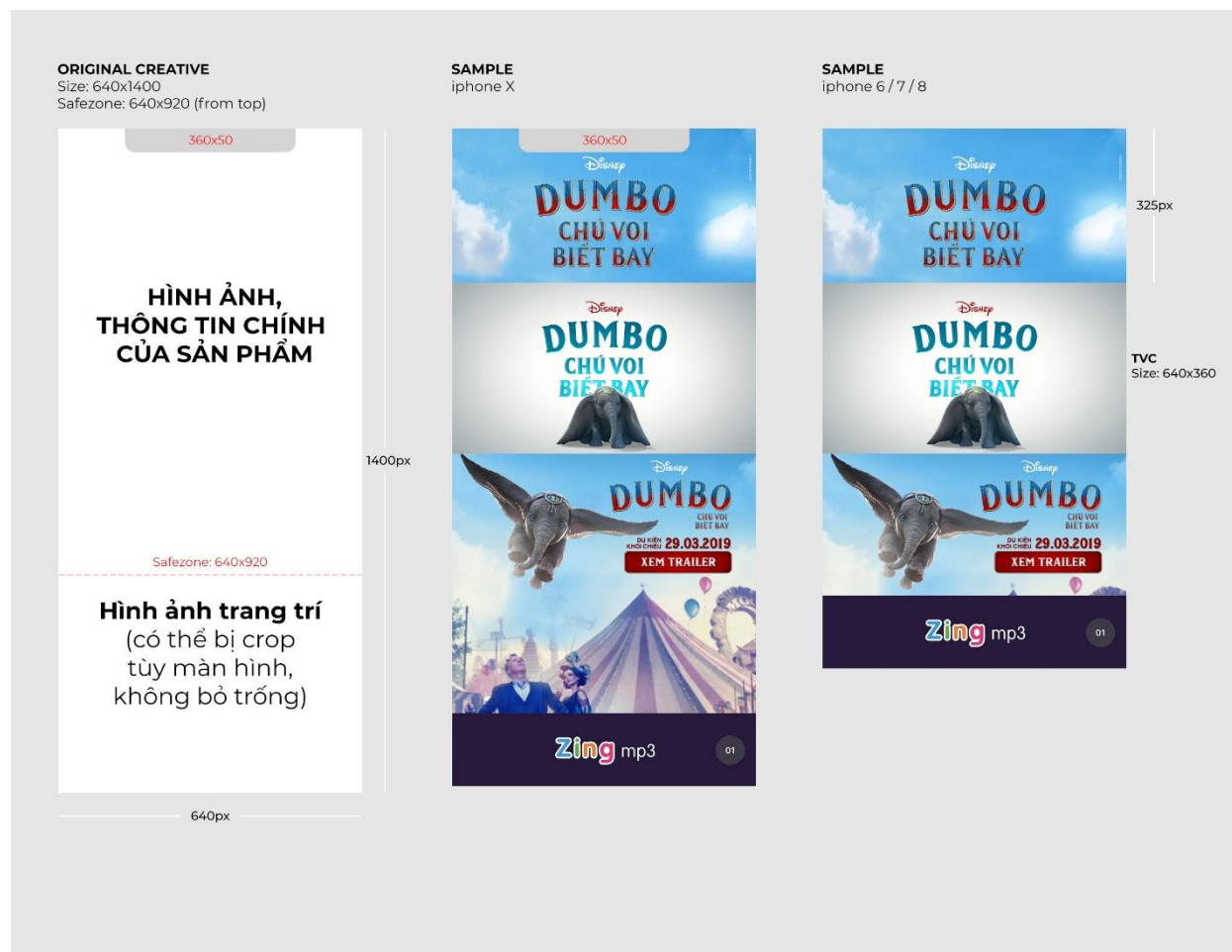Available on Zing News, Báo Mới & Zing MP3 APP. Welcome ad will be closed after a 15 seconds countdown.

SPECIFICATIONS

Name	Dimension (W x H)	Format	File size	Requirement
Welcome Ads	640x1400 Safezone: 640x920	JPEG only	250KB	▪ Auto closed after 15 seconds ▪ A fixed footer overlap at the bottom
Iphone X	Try not to place brand too close to top corners for best viewing experience on iPhone X			

Welcome Ad with TVC

Available on Zing News, Báo Mới & Zing MP3 APP. Welcome ad with TVC will be closed after TVC playback is completed.
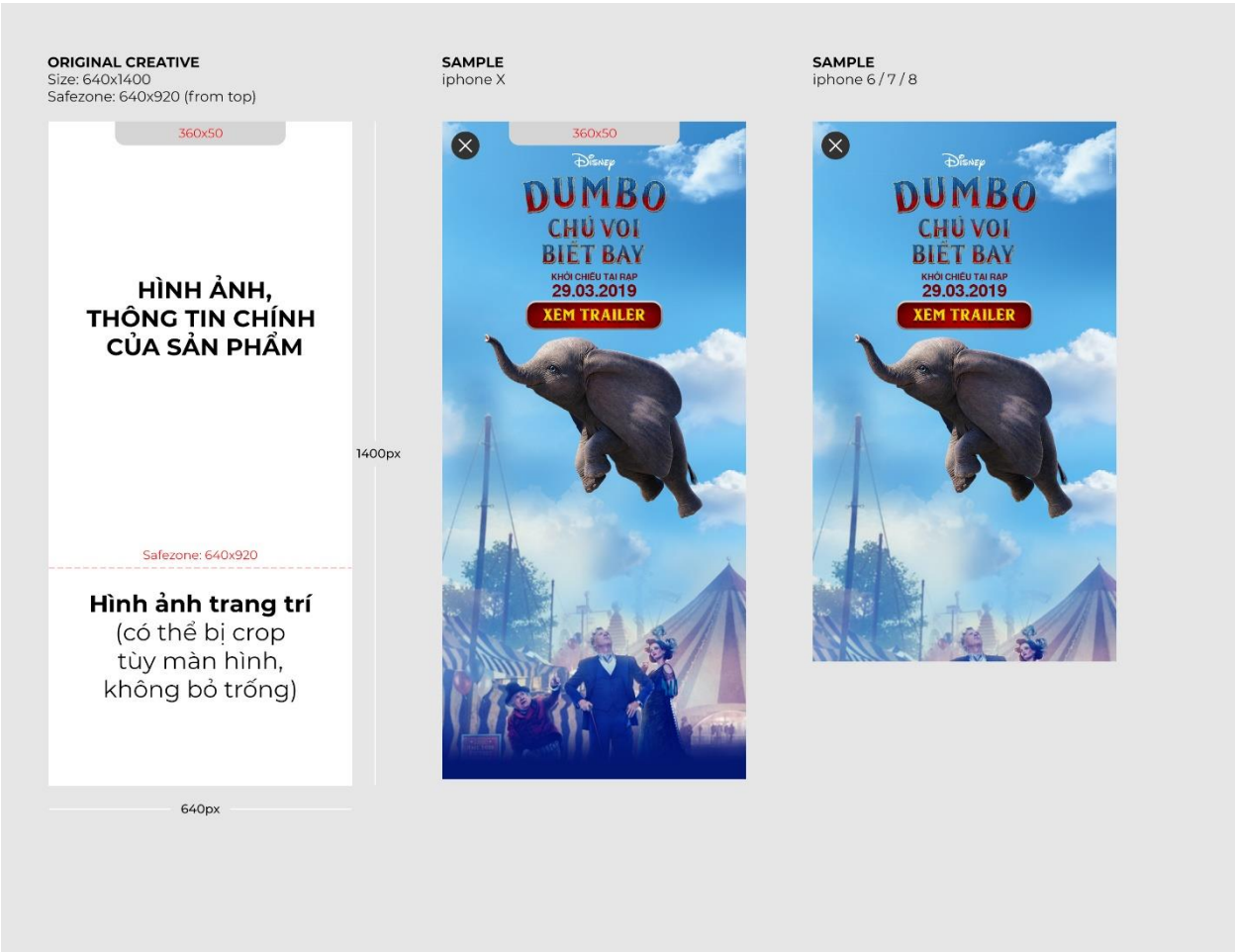

SPECIFICATIONS

Name	Dimension (W x H)	Format	File size	Requirement
Background image	640x1400	JPG	250KB	Transparent background is not allowed
Cover image	16:9 ratio	JPG	75KB	First TVC frame will be used if none provided
TVC	16:9 ratio	MP4	3MB	▪ Max duration 30 seconds ▪ Replay not supported ▪ On 3G/4G: playback must be initiated by user (click-to-play) ▪ On WiFi: autoplay with muted sound by default
Tracking	▪ Creative/First/Mid/Third/Completed ▪ Impression/Click/CTR			
3rd party tracking	▪ Pixel tracking: impression, creative, first, mid, third and completed views. ▪ Redirect click tracking			
Call-to-action	When user click on to "Truy cập nhà quảng cáo" on top right corner			

Interstitial Ad

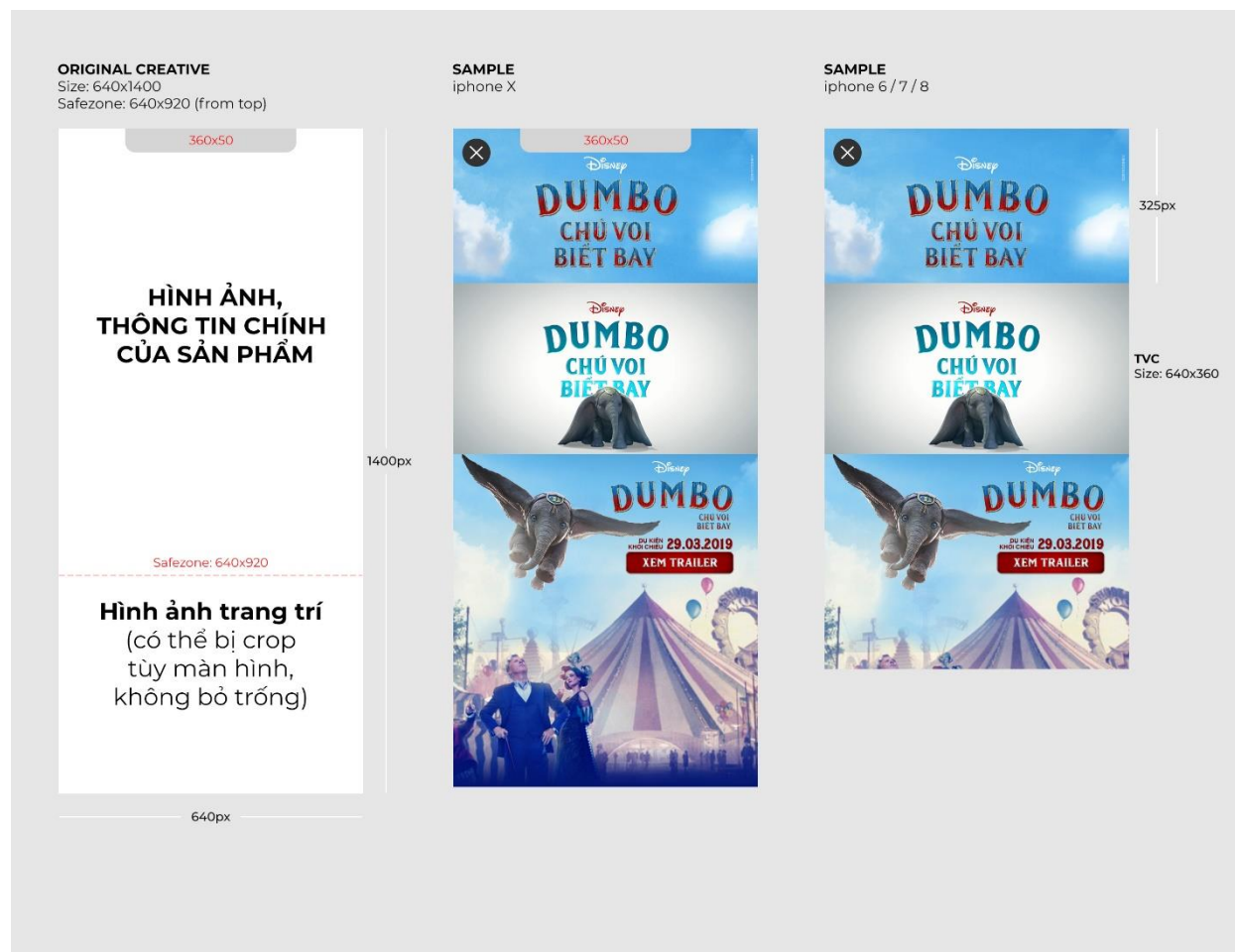Available on Zing MP3 app. Interstitial Ad will be closed after a 15 seconds countdown.

SPECIFICATIONS

Name	Dimension (W x H)	Format	File size	Requirement
Welcome Ads	640x1400 Safezone: 640x920	JPEG only	250KB	▪ Auto closed after 15 seconds ▪ A fixed footer overlap at the bottom
Iphone X	Try not to place brand too close to top corners for best viewing experience on iPhone X			

Interstitial Ad with TVC

Available on Zing MP3 app. Interstitial Ad will be closed after a 15 seconds countdown.

SPECIFICATIONS

Name	Dimension (W x H)	Format	File size	Requirement
Background image	640x1400	JPG	250KB	Transparent background is not allowed
Cover image	16:9 ratio	JPG	75KB	First TVC frame will be used if none provided
TVC	16:9 ratio	MP4	3MB	▪ Max duration 30 seconds ▪ Replay not supported ▪ On 3G/4G: playback must be initiated by user (click-to-play) ▪ On WiFi: autoplay with muted sound by default
Tracking				▪ Creative/First/Mid/Third/Completed ▪ Impression/Click/CTR
3rd party tracking				▪ Pixel tracking: impression, creative, first, mid, third and completed views. ▪ Redirect click tracking
Call-to-action				When user click on to "Truy cập nhà quảng cáo" on top right corner

For advertising, please visit: https://adtima.vn/rate-card/display_ads

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