

Floating Banner Guideline

The image shows a screenshot of the dongA.com website. At the top left is the logo 'dongA.com' and the current weather '대구 8.5°C'. On the top right is a banner for 'ROCON 2011 국제로봇콘텐츠포럼' (International Robot Contents Show 2011) held at the Changwon Convention Center (CECO) from Nov 12-13, 2011.

The main navigation bar includes categories like '뉴스', '오피니언', '스포츠', '연예', '포토', '블로그', 'ON세상', 'eTV', '통이누리', '더우먼동아', '도깨비뉴스', and '더보기'. A search bar is also present.

The date and time shown is '2011.11.16(수) 23:56'. The page features several news articles:

- Top Article:** '[속보] 이국철 SLS그룹 회장 결국 구속' (Breaking News: Lee Guk-cheol, Chairman of SLS Group, Finally Arrested). Subtitle: '법원 영장발부... "범죄사실 소명되고 증거인멸 우려"' (Court issues warrant... "Crime facts clarified, concern of evidence tampering").
- Second Article:** '주식 기부 소식에 "단타매매" 극성 "한탕" 노림수 원 안철수' (News of stock donation sparks "one-day trading" frenzy, "one-bag" intentions, why An Cheol-su?).
- Third Article:** "'63빌딩 머리 끝이 손에 잡힐 듯' 여의도 서울국제금융센터 가보니...' (The top of the 63 Building is within reach... I went to see the Seoul International Finance Center on Yeouido).

A large, semi-transparent orange box with the text 'Floating (TI)' is overlaid on the middle of the page, with an arrow pointing to the top of the article area. Below the main content, there are sections for '오늘의 TOP기사' (Today's Top News), '오늘의 핫클릭' (Today's Hot Clicks), and 'IT dongA'.

The '오늘의 핫클릭' section lists several trending topics:

- 강호동, 집에서 숨은채 발견? SNS 장난 어쩌나
- '터키와 결별' 허덕크 감독, 첼시로 돌아가나?
- 조한승 9단, 최철한 꺾고 열두번째 국수 등극
- 재벌가 며느리된 여배우 외모 들어봤더니...
- 화장실 사용순서 놓고 다투다...황당한 살인사건
- 레인저스 이적설 돌던 윤빛가람, 성남으로 이적
- 김태원 선글라스만 낀 비밀 "30년간 대인공포증"

The 'IT dongA' section includes:

- 아이패드 용량이 500GB라고?
- 연말 스마트폰 삼파전 온다!
- 태블릿PC, 노트북 못 이길까?
- 집에서도 이용한 클라우드, 할까?

At the bottom right, there is a banner for 'KGMSA 2012 제5회 대한민국 글로벌 의료서비스 대상' (2012 5th Korea Global Medical Service Award).

Basic Guide

- Files should be compatible with **247 RealMedia**.
- Flash files should be submitted as SWF, FLA files of **Flash 8.0 version**.
- Banner files should be submitted 4 days before the campaign starts.

- File name should include the campaign title, submitting date and the banner size.
Ex) 090918_Campain_450_250.swf
- Text should be included as a form of image. (No Font)

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- Floating TI banner has 2 different banners, a main banner and a reminder banner.
- The main banner displays right under the headline.
- The reminder can be omitted.



TI Movie location:

```
var TI_movie_width = "450";  
var TI_movie_height = "250";  
var TI_movie_top = "302";  
var TI_movie_left = "expression  
(document.body.clientWidth/2-  
220)";
```

Reminder location:

```
var TI_re_width = "110";  
var TI_re_height = "50";  
var TI_re_top = "168";  
var TI_re_left = "expression(do  
cument.body.clientWidth/2+38  
0)";
```

File size and loadMovie function

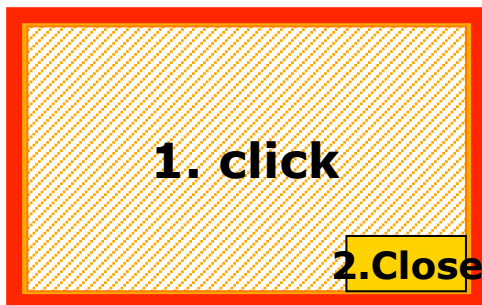
- 450x250: You may go with just one file or decide to break the creative into up to 3 separate files , where the first file calls the other files using the loadMovie function. The publisher guideline suggests a limit of 200K total, but you may go over the limit if necessary.
 - Max file size is 50kb. (it can be flexible)
 - Max file number is 3.
 - In case the file size is over 50kb, the file can be created using the loadMovie function.
 - If the loadMovie function is used, the path of the next file should be set in the file.
 - You can set the path of the next file as following:

```
loadMovieNum("http://adimg1.donga.com/Creatives/load/[2nd_file_name].swf ", 1);  
loadMovieNum("http://adimg1.donga.com/Creatives/load/[3rd_file_name].swf ", 2);
```
- 110x50: This is the little reminder unit that's visible when the 450x250 banner is closed.

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- Floating TI banner use <GET URL> function.
- Following Actions need to be included additionally.
- <Close Button> must be in the movie.

Movie(450*250)



Reminder(110*50)

4. **Reminder**

	Action
1.Movie (450*250): Click Button	<pre>on (release){ flash.external.ExternalInterface.call("ClickMovie1"); }</pre>
2. Movie (450*250): Close Button	<pre>on (release){ flash.external.ExternalInterface.call("NextMovie1"); }</pre>
3. Movie (450*250): Putting t his Action at the last Goal frame , it will get back to the reminder automatically after a rolling. Movie => Reminder	<pre>flash.external.ExternalInterface.call("NextMovie1");</pre>
4. Reminder (110*50):	<pre>on (rollOver){ flash.external.ExternalInterface.call("NextMovie2"); }</pre>

Rich Media: Video Banner Guide

- Max file size of video banner is **50KB**.
- If it is hard to reduce the size of the banner using the loadMovie function, each file can be up to 200KB while the first file still remains in 50KB.
- Sound-off is default and sound on/off button must be included.

