

# Billboard Interactive Expandable

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## What is it?

**Experience Description**  
 The 970x250 Billboard Expandable ad unit appears on the top of the Yahoo Homepage and can animate up to 15 seconds on page load (capped at 2x/user/day). The Billboard Expandable adds the ability to expand, upon user initiation, the ad into a 970x500 unit or larger pushing the page content down. The Expanded Panel can include Video, Audio and other interactive features native to expandable Rich Media.

The full experience contained within the 970x250, displays on the first two pageviews; subsequent impressions will display a static end frame with no animation. Users will have the ability to initiate the expansion of the unit to the 970x500 state.

## Demos



KFC

## Deliverables

Ad Components	File Type	Dimensions	Max File Size
Base Banner	SWF	970x250	100KB
Expanded Banner	SWF	970x500	100 KB initial load up to 2.2 MB
Backup Image	GIF or JPG	970x250 and 300x250 for browsers with javascript disabled	60 KB (970x250) and 40 KB (300x250)

## Supported Properties

- Indonesia
  - [Homepage](#)
- Malaysia
  - [Homepage](#)
- Philippines
  - [Homepage](#)
- Singapore
  - [Homepage](#)
- Vietnam
  - [Homepage](#)

## Ad Flow



The 970x250 Billboard Expandable can animate up to 15 seconds on page load. Clicking on the "Expand Ad" button, the banner expands.



The Expandable banner 970x500 shows up. Clicking on "Collapse Ad" the expanded banner closes.

## General Specifications

<b>Frequency Cap</b>	The full experience displays on the first two page views; subsequent impressions will display a static end frame with no animation.
<b>Buttons</b>	The following buttons will be provided by Yahoo: <ul style="list-style-type: none"> <li>Close Ad</li> <li>Show Ad</li> <li>Expand Ad</li> <li>Collapse Ad</li> </ul>
<b>Other Notes</b>	<ul style="list-style-type: none"> <li>The 970x250 backup image will be for users that cannot view flash.</li> <li>No script users will get the static 300x250.</li> <li>The static 300x250 must be consistent with the final flash frame and contain brand attributes.</li> <li>This unit can include multiple interactive components within the unit; videos, games, etc.</li> <li>All interactivity must be contained within the ad unit and must be user initiated. Final frame must contain brand attributes.</li> <li>Clicks can initiate an interaction with the ad (Expand, Play Video, etc) and/or redirect to the advertiser landing page.</li> </ul>

## Flash Specifications

<b>Flash Version</b>	8, ActionScript 2 ONLY
	Source files must be provided and all files must be visible and accessible by Yahoo. No swc files or third party precompiled flash components are allowed unless the precompiled flash components are shipped with Flash.
<b>Max Animation Time</b>	15 seconds
<b>Frame Rate</b>	24 fps

## Video

<b>File size</b>	2.2MB
<b>Format</b>	FLV preferred. MP4, AVI and MOV formats are also accepted, but may be subjected to video encoding from Yahoo.
<b>Duration</b>	Auto-play video: 15 seconds User-initiated video: 30 seconds
<b>Other notes</b>	Audio should be on user-click only.

## Guidelines

[Homepage General Guidelines](#) also apply. No third party ad serving.

<b>Yahoo Building</b>	<ul style="list-style-type: none"> <li>Client must supply all creative assets including but not limited to high resolution logomarks, psds, copy, vectors, uncompressed video, storyboards, fonts, etc. no later than 20 business days prior to launch.</li> <li>Comp layer enabled psds are recommended to help ensure that the execution is consistent with the client's vision.</li> <li>All creative and copy must be finalized and client approved no later than 10 business days prior to launch.</li> </ul>
<b>Client Building</b>	<ul style="list-style-type: none"> <li>All creative subject to Yahoo approval - please reference Homepage General Guidelines.</li> <li>Yahoo requires an interim review of creative before it is finalized, to ensure approval with creative and technical guidelines</li> <li>Client approved final files and redirect url(s) must be provided to Yahoo no later than 10 business days prior to launch</li> <li>Please provide .swf, .as, .fla, .jpg/gifs, all font files used (mac &amp; pc formats), and any other original source files used to build the files delivered.</li> </ul>
<b>General</b>	<ul style="list-style-type: none"> <li>Max number of creative: 1 - no rotation of assets.</li> <li>No uninitiated audio</li> <li>No looping</li> <li>There is a 2 time frequency cap on the animation. On repeat visits to the page after the second visit, the ad will display the banner endframe.</li> <li>When the user closes the ad, the Billboard will disappear and remain closed on subsequent page views until the user opens it. Page views with the Billboard ad closed will count as an impression.</li> <li>Ads may not resemble or alter Yahoo Homepage</li> <li>Approved third-party vendors are allowed to run a maximum of two secured 1x1 image tracking pixels for each creative execution. More details on our Homepage Third Party tracking policy can be</li> </ul>

found [here](#).