



VOKEN

A voken is a "free- floating" ad unit, served in a transparent layer over the page. It is also known as a floating unit or OTP (over the page) ad. This ad unit loads automatically without any user interaction. A voken can run independently, or in conjunction with another ad placement.

Note: some sites require a voken to be paired with another ad unit for capping purposes.

Note: Creatives that do not meet the requirements of the sites may be rejected or may need to be rebuilt, which can cause last-minute delays.



For details regarding dimensions, duration and functionality please refer to the Rich Media - Voken (OTP) section of our [General Specs](#).



eyeReturn Marketing provides simple [Templates](#) for standard 500x500 Vokens.

REQUIREMENTS

- A close button with a solid, opaque background must be included in the top right corner of the unit, visible and clickable throughout.
- Vokens should have irregular backgrounds; whether transparent, translucent, soft-edged, or irregularly shaped. Most sites will not accept a voken with a solid square background.
- Within 10 seconds of loading, the voken's animation should be completed, making a `doClose()` call upon completion, as well as any callback necessary for triggering secondary units.
- The 10 seconds of voken playback is included in the 30 second limit for secondary units; this means that your secondary units should have a maximum of 20 seconds of animation triggered by a voken completion.



Don't hesitate to contact us with any questions relating to serving or building rich media ad units with video. You can reach us at: specs@eyereturn.com or at 416-929-4834.

STANDALONE VOKEN - Technical Build Instructions

Please reference the Rich Media Voken section of our [general specifications](#).

VOKEN TO AD UNIT - Technical Build Instructions

The voken and accompanying ad unit should be built as two separate files, with any synchronization accomplished via the [eyeBuildPlus](#) component's Callbacks and Remote Functions. For example, if an ad unit needs to remain static until the voken has completed and/or been closed, a callback may be made from the voken at this point, triggering a corresponding playback function in the non-voken unit. Please see the [eyeBuildPlus](#) page for more details.

Positioning of the voken relative to accompanying ad units will depend heavily on your concept and on what publisher pages it will be served to, so you will need to pick the appropriate arrangement for both the concept and the limitations of the placement.

Below are examples of common configurations of vokens and big boxes. If you are unsure how to configure multiple units for your concept, please feel free to contact us for assistance.

SEPARATE



The above illustrates a case in which a related voken and big box are placed adjacent to one another, without overlap. A lack of overlap creates flexibility in the execution, since both units may be placed independently, with the voken floating centrally, or placed adjacent to an accompanying unit. The two ads can still be visually connected without overlapping by using callbacks to synchronize events. For example, by positioning the voken directly adjacent to the big box, objects may appear to pass between the two units, using callbacks to synchronize and coordinate events (see the [eyeBuildPlus](#) page for more on callbacks)

OVERLAPPING



This common overlapping layout is good to use if your concept requires a seamless transition between the voken and the ad unit. Keep in mind that this means that the voken will only be seen in this case directly to the left of wherever the bigbox is on the page (let your media planner know that they should only book placements with a bigbox above the fold).

- It is recommended to avoid overlapping long stretches of content, requiring flawless synchronization to achieve an effect. Due to the nature of Flash and rich media ad serving, it is advised that transitional effects be kept short and loose enough to remain effective without requiring absolute precise sync between units.

EYERETURN TECHNICAL BUILD INSTRUCTIONS

As with the above, the eyeBuildPlus component's Callback and Remote Functions should be employed to handle the synchronization of events between the voken and ad units. Please see the [eyeBuildPlus](#) page for more details.

To create this type of ad unit with 3 different ad units on the page (frequently called a homepage takeover), we will need to receive 3 different flash files on our end.

1. 500x500 Voken
2. 728x90 Leaderboard
3. 300x250 Big Box



Because the relationship between the bigbox and leaderboard may be different from site to site, **it is recommended that a 500x500 voken file only physically overlaps one other unit.** Additional units can share the voken's closing callback, beginning playback with the voken's closer unit, but with a less direct physical link, allowing more flexibility across placements. In the case of a multi-unit ad in which the voken simultaneously overlaps multiple units, placement would be limited to sites able to accommodate that precise arrangement, thus development of the units quickly becomes site-specific. Limiting overlap and achieving a cohesive effect between units through other means affords greater flexibility in placement.

NOTE: Sites may have different restrictions on how large a voken can be and what portions of their site can be covered by the voken (ie – navigation bars, other ads/content), please be sure to send a mock-up to the site and receive sign off on the concept prior to building the files.

- Dimensions: 250,000 pixels total (height multiplied by width should equal 250,000)
- Initial Load: 50kb max + 2mb subsequent load
- Source Format: FLA and exported SWF, Flash 9+, AS2 or AS3
- Animation Time: 10 seconds max
- Frame Rate: 24 FPS
- File must contain a clicktag and a close button, coded as per our specs

Please [download our templates](#) and for a functioning, editable example of a Voken.

Don't hesitate to contact us with any questions relating to serving or building Vokens. You can reach us at: specs@eyereturn.com or at 416-929-4834.

[Specifications](#) | [Tips & Best Practices](#) | [Ad Units](#) | [Templates](#)
[eyeBuild](#) | [eyeBuildPlus](#)
Return to eyereturnmarketing.com

CONNECT WITH US



© 2010 eyeReturn Marketing. All rights reserved.
® Registered trade-mark of eyeReturn Marketing Inc.





VOKENS®

Voken® ad units, the premium rich media format, have earned the trust of both advertisers and publishers over billions of impressions and more than ten years. Insist on genuine eyeReturn Voken® ad units – often imitated, but never duplicated.

ADVANTAGES



Voken® ad units, especially when served with a companion unit, still deliver the highest clickthrough rate of any ad unit.



Looking for something different? Try a Voken® ad unit that travels between two different placements on the same page.

FEATURED CAMPAIGN



Hyundai Sante Fe

[VIEW DEMO](#)

<http://gallery.eyereturn.com/Demo/Generat>

[Home](#) | [Ad Products & Services](#) | [Demo Gallery](#)
[Reporting](#) | [Demand Side Platform](#)
[Contact](#) | [Privacy Policy](#) | [AODA Policy](#) | [Opt-out](#)

CONNECT WITH US



© 2013 eyeReturn Marketing. All rights reserved.
 ® Registered trade-mark of eyeReturn Marketing Inc.

