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Interactive Display Ads

September 2022

Amuse Labs is a leading provider of Smart Games to publisher sites across the web. Its portfolio of games includes popular games such as Crossword, Sudoku, Word Search, Word Flower, Codeword, Kriss-Kross, and Quiz.

Amuse Labs' Interactive Ads combine advertiser brand elements with these games to create beautiful ad-units with a range of sizes. Such ads provide a unique ad experience and engage target audiences in a deep and meaningful way.

This document covers customizable and interactive ad formats currently offered by Amuse Labs. The games can be run in different size ad units with full game interactivity, customizable messaging, promo elements, and hyperlinks/CTAs for campaigns. Described below are the different ad-units, form factors, integrated games and assets/messaging points that can be specified by an advertiser.

Further customization may be possible based on specific needs. Contact game-ads@amuselabs.com for more information.

Ad-units and game types supported

Amuse Labs offers interactive ad-units using 4 popular game formats. Crossword and Word Search are standard word games. Word Flower is a variant of the game format popularized as Polygon in the U.K. or Spelling Bee in the New York Times. The Multimedia Quiz is a multiple-choice quiz with the possibility of including images in each question.

Ad unit size (px) / Game Type	Crossword	Word Search	Word Flower	Multimedia Quiz
970x250	Yes	Yes	Yes	Yes
300x600	Yes	Yes	Yes	Yes
300x250	No	No	Yes	Yes
728x90	No	No	No	Yes

Elements for all interactive ad-units

The table below lists the elements common to all interactive ad units. The specific dimensions and file sizes may vary by game format and ad unit size. See the next section for graphical illustration.

Element	Description	Deliverables from advertiser
Promo element	An image or a GIF promoting the campaign. For example, this could be custom branded imagery created by customer illustrators. Can be hyperlinked to the campaign's landing page.	- One jpg/png/gif file (different dimensions and sizes) - One hyperlink URL that the image links to
Message area	A short message (text only) shown upon frame load. This message may be visible throughout the game depending on the game type and ad unit size.	Message in plain text format (the exact length depends on form factor)
Campaign info	Instructions and advertiser branding or messaging shown in a dialog when the user clicks on an 'info' button. This area will also have some Amuse Labs controls like revealing answers and debugging codes.	Message in plain text format (the exact length depends on form factor)
Completion experience	- A completion dialog containing completion message, image (choice of 3 animations) and CTA - Optional animation covering the entire frame.	- Message in plain text format (may contain hyperlinks) - Choice of animation
Game area	Area dedicated to the game elements	Inputs related to game content

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TECHNICAL SPECIFICATIONS

Delivery

Ad-units will be delivered by Amuse Labs as functional HTML/JS/CSS files for deployment by customer within an iframe.

Form Factors

970x250 (px)

Dimensions and size requirements (all character lengths include spaces)
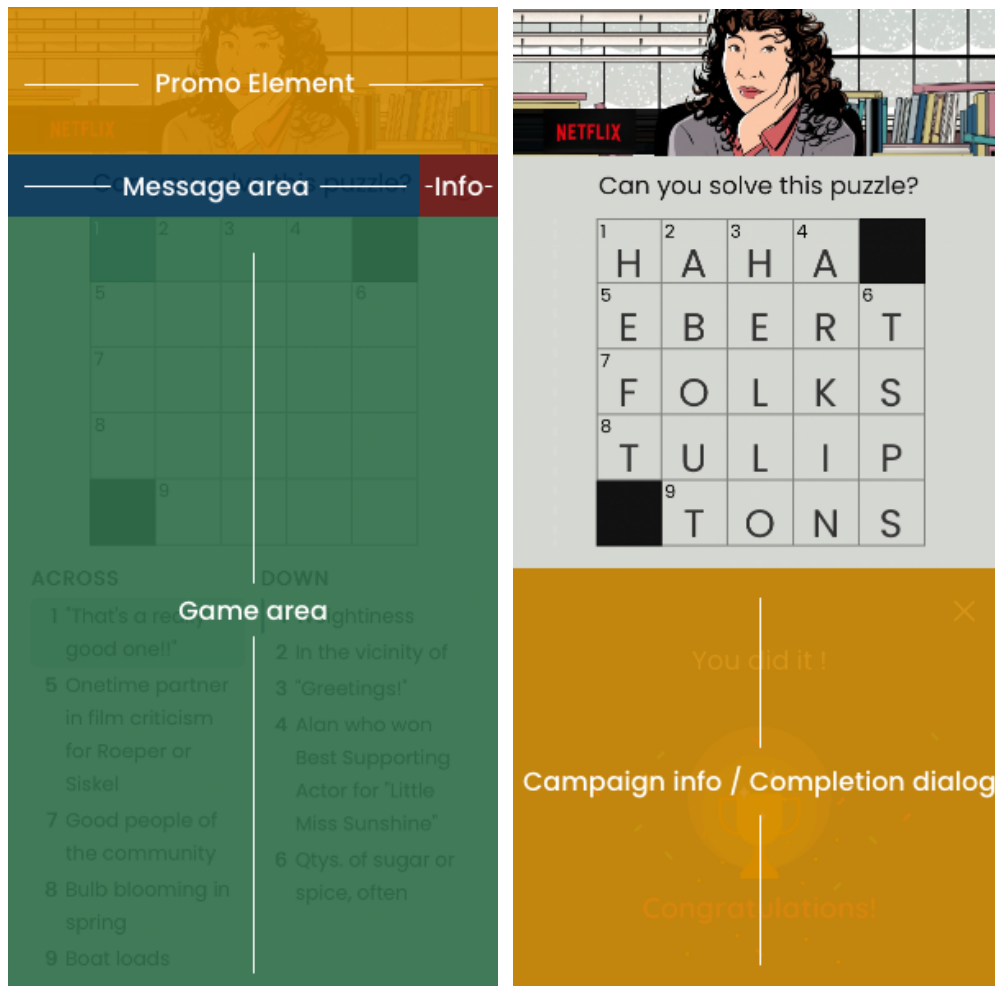
Promo element: 485x250.

Message area: 195x70. Text: maximum 20 characters.

Campaign info: 485x250. Text: maximum 180 characters.

Completion dialog: 485x250. Text: maximum 60 characters.

Game area: 485x250.

300x600 (px)

Dimensions and size requirements (all character lengths include spaces)
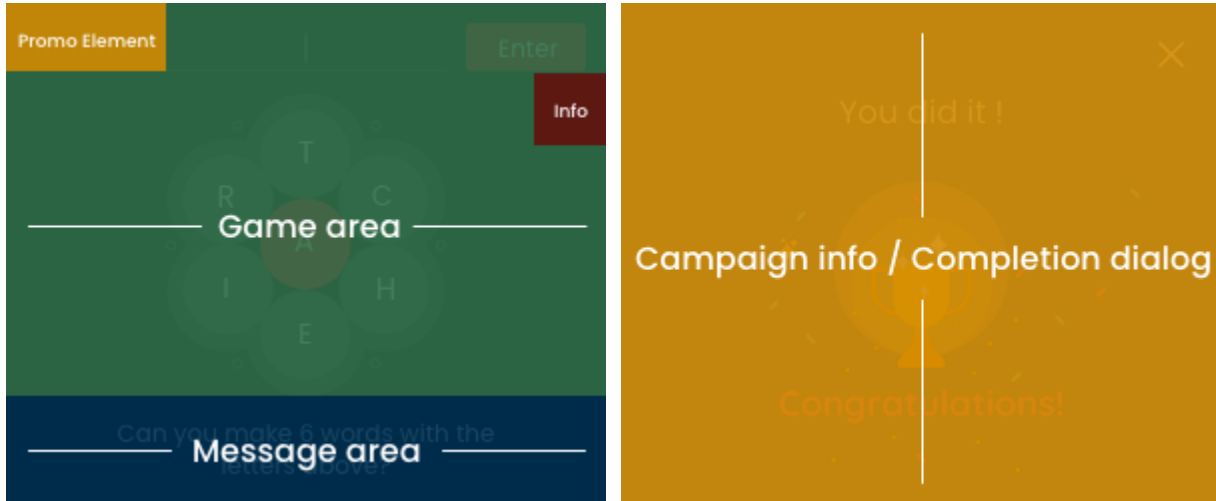
Promo element: 300x90.

Message area: 300x50. Text: maximum 44 characters.

Campaign info: 300x260. Text: maximum 180 characters.

Completion dialog: 300x260. Text: maximum 60 characters.

Game area: 300x510.

300x250 (px)

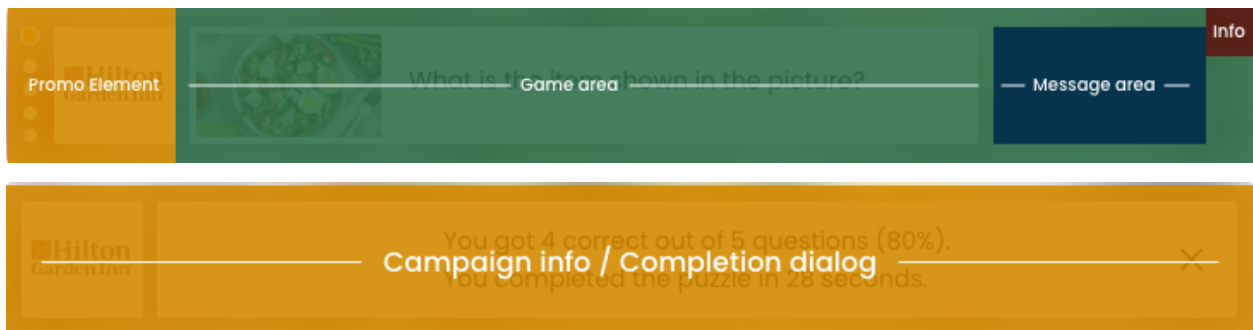**Dimensions and size requirements** (all character lengths include spaces)

Promo element: 75x33.

Message area: 300x37. Text: maximum 44 characters. The message may disappear once the user interacts with the widget depending on the game type.

Campaign info: 300x250. Text: maximum 180 characters.

Completion dialog: 300x250. Text: maximum 60 characters.

728x90 (px)

Dimensions and size requirements (all character lengths include spaces)

Promo element: 90x80.

Message area: 180x80. Text: maximum 26 characters. The message will disappear once the user interacts with the widget.

Campaign info: 728x90. Text: maximum 180 characters.

Completion dialog: 572x80. Text: maximum 60 characters.

Customizability

Customizable elements for all game types (see table above for the description of the elements)

1. The promo element.
2. Promo image link.
3. Message area text.
4. Font files if non-standard (woff2 format).
5. Colors of the background, text, and other UI elements.
6. Campaign information.
7. Completion experience.

Crossword

Limits

1. Grid sizes: 5x5 or 6x6 or 7x7 boxes.
2. Number of words: 1 or 2 words can be taken from the advertiser. The number of letters in these words should be between three and grid size. These words will be included on a best effort basis. The remaining words will be selected to fit with the intersections in the grid. Standard cluing based on [New York Times crossword guidelines](#) will be used.

Customizable elements

1. Color of selected boxes, empty boxes (normally black), and text.
2. Color of the selected clue.

Word search

Limits

1. Grid size: 5x5 or 6x6 or 7x7 boxes.

2. Maximum number of words: 8. Word lengths vary between 3 and the grid size. All words can be specified by the advertiser's request. While not all combinations of words will necessarily fit, we will make the best effort.

Customizable elements
1. The colors of the highlights for found words in the grid can be randomly generated or specified by the advertiser.
2. Color of the completed word in the words area.

Word Flower
Limits
1. Flower size: 5x5 or 7x7 petals.
2. One word from the advertiser that includes up to 5 (or 7) unique letters to form a pangram.

Customizable elements
1. Background colors and border of the petals (circles with letters).
2. Highlight color when a letter is tapped or typed.

Multimedia Quiz
Limits
1. Number of questions: 5 or 10 depending on the form factor.
2. Number of options for multiple-choice questions: 2 or 4 depending on the form factor.
3. Quiz questions and options may come from the advertiser (subject to limits on question and option text length) or developed by Amuse Labs.

Customizable elements
1. A multimedia quiz may contain both multiple-choice and freeform questions.
2. A question can contain an image (100px x 75px) as a part of the question.
3. Freeform questions (where the user types in an answer) with up to 3 correct variants per question.
4. Background and text colors of the UI elements.