

Text Adverts - Make'm Fancy!

Design Contest Brief

Mirago is a European media network offering text adverts to web publishers. Mirago's adverts are small containers with a little image, a title text, a description text and a link text that can be either the URL or a text like "click here..." or "see more details...". Web publishers can select how many adverts they would like to receive (1-n) and how they would like the adverts to be designed (most publishers use our [predesigned CSS templates](#)).

Adverts are called with a JavaScript code snippet and come in a common <div> structure with classes for every item of the advert (image, title, description, url).

At the moment Mirago offers mainly static CSS templates for various container formats. The aim of this competition is to generate ideas for an improved advert design combined with a more dynamic way of displaying an advert set using JavaScript or the jQuery framework (sorry, but no other js frameworks supported in this competition). A dynamic advert can be everything from a container that automatically slides through a set of adverts or a layer that moves in from the right if a user scrolls to the end of a webpage or dancing boxes in the center of the browser window. You are welcome to provide everything that comes to your mind.

Payment

Mirago will pay you for every advert idea that meets our technical requirements and is selected as an official Mirago advert format for our publishers.

Selection

In theory this competition is open for you to produce every possible advert size. However, in practice there are a few very common advert sizes that most web publishers offer (see table below). Although we are open for all of your ideas the ones that will work in one or more of the common advert sizes might have a slightly better chance of being selected. Maximum compatible solutions are also preferred.

Links:

- ⇒ [Sample advert call \(Preview only\)](#)
- ⇒ [Static advert examples](#)
- ⇒ [Mirago CSS structure](#)

Real World Publisher Requirements:

- As lightweight as possible
- Easy to implement
- Attract users to click on

Technical Requirements:

Name	Requirements	You provide	Payment
Maximum Compatibility	Compatible with: Firefox 3.0, IE 7, Chrome 1.0, Safari 4.0, Opera 10 (and upwards)	HTML document CSS-File JavaScript	\$250
HTML5 Playground	HTML5, CSS3	HTML document CSS-File JavaScript library	\$180

Caching: All Adverts from a single call need be shown within 60 seconds.

Most Common Ad Unit Specs:

Name	Width x Height
Leaderboard	728 x 90
Fullsite	468 x 60
Wide Skyscraper	160 x 600
Skyscraper	120 x 600
Medium Rectangle	300 x 250
Rectangle	180 x 150

Please use jQuery from Public CDNs:

Google: <http://ajax.googleapis.com/ajax/libs/jquery/1.7.1/jquery.min.js>

Microsoft: <http://ajax.aspnetcdn.com/ajax/jquery/jquery-1.7.1.min.js>

Contact

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