

Technical Specifications for Preparing Creatives

Flipped Scroll

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Description

This ad format consists of a two-sided banner that rotates when scrolling. The front side is visible when the banner is below the center of the viewport, and the back side when it is above this point.

Main supported formats

- HTML5
- Image
- Video
 - MP4/OGG/Webm
 - Flv

Mobile devices

- Mobile web browsers
- Mobile web applications

Parameters

Name	Description
General parameters	
Width*	The width of the ad creative in px or %
Height*	The height of the ad creative in px or %
Responsive	If checked and the above dimensions are given in pixels, standard responsiveness will be enabled (if the width set exceeds the width of the container in which the ad is located, the creative assumes the width of the container and the height is scaled accordingly)
Align	The horizontal alignment (left/center/right)
Viewport margin	The default value is 0, which means that the banner will rotate within the entire viewport. The higher the value, the shorter the rotation path of the banner, which means it will rotate faster
Custom length of rotation path	If this field is not empty (and has a value other than zero), the value from this field will be used as the length of the rotation path. The value can be in pixels or percentages ("%") must be appended). Percentage values refer to the height of the viewport. For example, if the field value is "500", the banner starts to rotate when its center is 250 pixels from the center of the viewport, and stops to rotate when its center is 250 pixels below that point
Front side - the side displayed as the first one (below the center of the browser viewport)	
HTML5	The HTML5 creative file
Image	The image file

Back side - the side displayed as the second one (when the ad creative is above the center of the browser viewport)	
HTML5	The HTML5 creative file
Image	The image file
Other	
Extra JavaScript Code	Additional JS code executed when the ad creative is fully loaded
Extra HTML Code	Additional HTML code added to the page code

* - required parameter