

# Technical Specifications for Preparing Creatives

# Fullscreen Overlay Video

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## Description

### Main supported formats

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

### Mobile devices

- Mobile web browsers
- Mobile web applications

## Behavior

This ad format consists of two elements: a banner and an overlay. The banner is an HTML5 creative/image displayed on the page. After clicking (or hovering over with the mouse pointer), the overlay with the video is displayed over the page.

## Parameters

Name	Description
Banner	
Banner width	The width of the banner [px/%]
Banner height	The height of the banner [px/%]
Responsive	Enables/Disables standard responsiveness
Align	The horizontal alignment
HTML5	The HTML5 banner file
Image	The banner image
Time to init creative	The time after which the overlay with video will be displayed when the user hovers over the banner
Timer color	The color of the timer
Timer background	The background of the timer
Action after click	Specifies the action after a click on the banner. There are 3 options: the overlay with a video is displayed, a tab with a landing page is opened, or on mobile devices a landing page is opened and on PCs an overlay with a video is displayed
Overlay background	
HTML5	The HTML5 file of the overlay background

Background image	The background image of the overlay
Background color	The color of the overlay
Image size	The size of the background image of the overlay. Allowed values are the same as for the background-color CSS property, e.g. cover, contain, 100px 50px, 100%
Image position	The position of the background image of the overlay. Allowed values are the same as for the background-image position CSS property, e.g. center, 10px 50px, 20% 30%
Image repeat	The repetition of the background image of the overlay. Allowed values are the same as for the background-repeat CSS property, e.g. repeat, no-repeat, repeat-x , repeat-y
Video sources	Video source files in supported formats: MP4, Ogg, or WebM. To ensure the correct behavior of the template, it is required that at least one format is loaded
Poster image	The image displayed before the video playback. It should have the same dimensions as the video
Video settings	
Video width	The width of the video [px/%]
Maximal video width	The maximum width of the video [px/%]
Minimal video width	The minimum width of the video [px/*]
Native video width	The native width of the video [px]. For full HD videos it is 1920 pixels
Native video height	The native height of the video [px]. For full HD videos it is 1080 pixels
Top offset	The offset of the video from the top edge [px/%] (Center vertically has to be disabled)
Right offset	The offset of the video from the right edge [px/%] (Center horizontally has to be disabled)
Bottom offset	The offset of the video from the bottom edge [px/%] (Center vertically has to be disabled)
Left offset	The offset of the video from the left edge [px/%] (Center horizontally has to be disabled)
Center horizontally	Center the video horizontally. If enabled, Left offset and Right offset are ignored
Center vertically	Center the video vertically. If enabled, Top offset and Bottom offset are ignored
Muted	Mutes the video at the start of playback. Required for autoplay on Android Chrome 53+ and iOS10+
Loop	Enables the video to be played in a continuous loop
Controls	Specifies whether or not video controls are to be displayed
Seeking	Specifies whether or not seeking is to be enabled
Close button	Standard settings of the close button
Others	
Zindex	Z-index of the overlay

Extra JavaScript Code	Additional JS code executed when the ad creative is fully loaded
Extra HTML Code	Additional HTML code executed when the ad creative is fully loaded

\* - required parameter