

# Technical Specifications for Preparing Creatives

# Html5 background

- Description
  - Allowed formats
  - Mobile devices
- Behavior
- Parameters

## Description

### Allowed formats

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

### Mobile devices

- Mobile web browsers
- Mobile web applications

## Behavior

The creative is displayed in the background of the page.

## Parameters

Name	Description
Geometry	
Container width *	The width of the creative in pixels, percentages (refers to the width of the viewport, equivalent to vw) or vw/vh (viewport width/viewport height)
Container height *	The height of the creative in pixels, percentages (refers to the height of the viewport, equivalent to vh) or vw/vh (viewport width/viewport height)
Responsive	With this option enabled and Container width and Container height set in numbers, the creative is responsive (if the viewport is smaller than the container width, the creative width is equal to the viewport width)
Top/Right/Bottom/Left offset	The offset from the top/right/bottom/left. Can be set in pixels, percentages (relative to the viewport) and vw/vh. Settings are only respected when centering on an axis is disabled
Center horizontally	Centering on a horizontal axis
Center vertically	Centering on a vertical axis
Z-index *	The z-index value of the displayed creative, i.e. its position on the Z-axis (by default 0). Should be as small as possible
Fixed	True/false value defining whether or not the creative displayed in the background remains static while scrolling

Content	
HTML5	HTML5 creative
Image	The file with the creatives image
MP4 file	The video file in the MP4 format
OGG file	The video file in the OGG format
Webm file	The video file in the WebM format
Other	
Muted video	Specifies whether or not the video sound is on
Video loop	Specifies if the video is played in a continuous loop
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