

Technical Specifications for Preparing Creatives

Open door

- Description
 - Main supported formats
 - Mobile devices
- Parameters

Description

In this ad format, a banner (the so-called door banner) is displayed on a full-screen overlay. It rotates around its axis revealing a video that starts when the rotation animation ends. At the end of playback, the banner rotates back to its original position and disappears.

Main supported formats

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

Mobile devices

- Mobile web browsers
- Mobile web applications

Parameters

Name	Description
Door — settings of the rotating banner	
HTML5	HTML5 file
Image	Image file
End angle	The maximum angle by which the banner will rotate (angle of 65 degrees by default)
Top/Right/Left margin	Margins in px or % (apply to the width of the browser window) between the banner and the edge of the browser window
Video sources	
MP4/OGG/WEBM file/url	Video source files in supported formats
Video poster	The image displayed before the video playback
Video parameters	
Width*	The width of the video in px or %
Maximum width	The maximum width of the banner in px or %
Native video width	The native width of the video. In this field, specify the original width of the video, not the width in which this video is to be displayed (values may be the same). For example, if the native resolution of a video in Full HD is 1920x1080, the value to be entered is 1920

Native video height	The native height of the video. The same notes as in the Native video width description
Muted	Specifies whether or not the video is to be muted by default
Controls	Specifies whether or not video controls are to be displayed
Seeking	Specifies whether or not seeking is to be enabled
Custom video position — parameters that can be used to customize the video position (if no values are specified below, the video will be centered on the area occupied by the door banner before rotation)	
Top/Right/Bottom/Left	Offset from the top/right/bottom/left edge of the area occupied by the door banner before rotation (the actual video position relative to the browser window is the sum of values in the Top/Right/Left margin parameter and values given here); values should be specified in pixels or percentages (and refer to the door banner with)
Close button	
Size	The size of the close button in pixels (if your own image is uploaded, this dimension is the width of the button and the height is calculated from the proportions)
Image	The close button image
Layer background	
Color	The color of the background
Opacity	Sets the background opacity level. Allowed values range from 0 to 1, where 0 is total transparency and 1 is total opacity. For example, to achieve soft background transparency, set to 0.8
Image	The background image
Image size	Dimensions of the background image. Takes the same values as the background-size CSS property. Dimensions can be expressed as "width-height ", "width", or a key word can be used: "contain", "cover" or "auto". It needs to be remembered that "px" or "%" should be appended after numbers, e.g.: "500px 250px", "100% 100%". If only one value is specified, the width of the image is set and the height is calculated automatically from the proportions
Image position	Position of the background image. Takes the same values as the background-position CSS property. Two values should be given to specify horizontal and vertical position. They can be in pixels, percentages, or a key word can be used: "left", "center", "right", "top", or "bottom". It needs to be remembered that "px" or "%" should be appended after numbers. Examples: "center center", "100px 200px", "5% 20px" etc
Image repeat	Specifies whether or not the background image should be repeated. Possible values: repeat (repeat on both axes), repeat-x (repeat on x horizontal axis), repeat-y (repeat on y vertical axis), no-repeat (do not repeat)
Other	
Z-index	Sets the z-index property of the creative (z-index determines the order of elements on the Z axis; elements with a higher z-index value cover elements with a lower z-index value)
Close on video end	Specifies whether or not the ad is to be automatically closed at the end of video playback

Display delay	A delay in display of an ad creative (in seconds)
Extra JavaScript Code	Additional JavaScript 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