

# Technical Specifications for Preparing Creatives

# Rising Stars Slider

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## Description

This ad format is based on IAB Rising Stars Slider. It consists of two elements: a banner attached to the bottom of the browser window and a slider which displays automatically after user interaction with the banner.

## Allowed formats

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

## Mobile devices

- Mobile web browsers
- Mobile web applications

## Behavior

As specified in: <http://www.iab.com/guidelines/display-rising-stars-ad-units/>

In addition, it enables the selection of interaction after which the slider is displayed. This may be clicking or hovering over the banner, which will trigger the slider to appear after a defined number of seconds (countdown animation). In the case of mobile devices, the slider slides in only after a click.

## Parameters

| Name                      | Description  |
|---------------------------|--|
| <b>General parameters</b> |  |
| Timer color *             | The color of the timer – countdown animation   |
| Background color *        | The color of the background of banner and slider   |
| Border color *            | The color of the border of the creative  |
| Z-index *                 | The value of the z-index CSS property value  |
| Activate on click         | The true/false value which determines if the slider is displayed after clicking or only after hovering over the banner |
| Flash mode                | The value of wmode   |
| Flash background color *  | The color of the background of swf elements  |
| 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                   |
| <b>Banner parameters</b> |  |
| Html5 file               | The HTML5 creative file  |
| Flash file               | The creative SWF (Flash) file  |
| Flash version            | The Flash version  |
| Image file               | The creative image file  |
| Banner width *           | The width of the banner  |
| Banner height *          | The height of the banner   |
| <b>Slider parameters</b> |  |
| Html5 file               | The HTML5 creative file  |
| Flash file               | The SWF (Flash) creative file  |
| Flash version            | The Flash version  |
| Image file               | The creative image file  |
| Height *                 | Height   |
| Delay *                  | The time after which the slider will slide in after hovering over the banner (1-9 s) |
| Animation Duration *     | Animation time – the display duration of the slider                                  |

\* - required parameter

## The value of height and width parameters vs behavior (responsiveness)

| Height   | Width    | Behavior  |
|----------|----------|---|
| px       | px       | Max dimensions; if the width of the browser window is smaller than the width of the element, then the element is scaled down (aspect ratio is preserved). |
| px       | %        | Fixed height, width set in %  |
| %        | %        | Not supported   |
| - brak - | px       | Not supported   |
| - brak - | %        | Not supported   |
| - brak - | - brak - | Not supported   |