



Technical Specifications for Preparing Creatives

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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
General parameters	
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
Banner parameters	
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
Slider parameters	
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