

# Technical Specifications for Preparing Creatives

# Swipe

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## Description

In this ad format, a banner is displayed with images presented in a slideshow.

## Main supported formats

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

## Mobile devices

- Mobile web browsers
- Mobile web applications

## Parameters

Name	Description
General parameters	
Width*	The width of the ad creative in px or %
Height*	The height of the ad creative in px or %
Responsive	If checked and the above dimensions are given in pixels, standard responsiveness will be enabled (if the width set exceeds the width of the container in which the ad is located, the creative assumes the width of the container and the height is scaled accordingly)
Align	The horizontal alignment (left/center/right) of the ad creative
Items	
[1-5] Image	Images in the gallery
Auto rotate	
Enabled	If checked, images in the gallery will slide automatically
Direction	The direction in which the images will slide
Interval	Interval in seconds
Arrow	
Display	Specifies whether or not the arrows are to be displayed

Size	The size of the arrow. The value can be given in pixels (then the arrow has a fixed value) or percentages. If a percentage value is given, the size of the arrow is dependent on the width of the creative. For example, if the size of the arrow is set to 10% and the width of the creative is 1000px, then the size of the arrow is 100px. The arrow size is responsive in responsive creatives (if set in percentages)
Color	The color of the arrow
Border	Enables or disables the display of the arrow border
Border color	The color of the arrow border
Arrow image	The image of the arrow. It has to be symmetrical and pointing right. Other directions are obtained by rotating the image accordingly (for this reason the image must be symmetrical and pointing to the right). The width is taken from the parameter Size, the height is calculated based on the image proportions
Other	
Extra JavaScript Code	Additional JavaScript code executed when the ad creative is fully loaded
Extra HTML Code	Additional HTML code added to the page code

\* - required parameter