

Technical Specifications for Preparing Creatives

Toplayer reveal

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Description

This ad format consists of 2 elements: a standard banner and a toplayer displayed after a click in the banner. It provides support for Friendly IFrame (FIF), so if a creative is placed in such a frame, the toplayer is displayed outside of it (on the host page).

Main supported formats

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

Mobile devices

- Mobile web browsers
- Mobile web applications

Behavior

If the toplayer contains an HTML5 creative, every time it is displayed or hidden a message (displayed or hidden respectively) is sent to this creative. It is also possible to add event listeners:

for "displayed" event:

```
window.addEventListener("message", function(message) {
  if(message.data === 'displayed') {
    //Kod gdy kreacja została wyświetlona
  }
});
```

for "hidden" event:

```
window.addEventListener("message", function(message) {
  if(message.data === 'hidden') {
    //Kod gdy kreacja została ukryta
  }
});
```

API

API commands can be called from an HTML5 creative (placed in the toplayer) by sending a message to the parent:

```
window.parent.postMessage('komenda', '*');
```

or from the extra javascript field, for example:

```
API.onReady(function() {
  API.hide();
});
```

Available commands:

Command	Action
hide	Hide the toplayer
show	Show the toplayer
removeFromDOM	Remove the toplayer from the DOM tree of the page
addToDOM	Add the toplayer to the DOM tree of the page

Parameters

Name	Description
Banner parameters	
Width*	The width of the banner in w px or %
Height*	The height of the banner in px or %
Align	The horizontal alignment (left/center/right)
Responsive	If checked, 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 other dimensions are scaled accordingly)
HTML5 file	The HTML banner file
Image	The banner image
Toplayer parameters	
Width*	The width of the toplayer in px or %
Height*	The height of the toplayer in px or %
Responsive	If checked, 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 other dimensions are scaled accordingly)
HTML5 file	The toplayer HTML5 file
Image	The toplayer image
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)
Preload	If checked, the toplayer visibility is controlled by the CSS visibility parameter
Close button	
Display	If checked, the close button will be displayed

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
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
Redirection variable*	The name of the variable passed to the frame (clickTag by default)

* - required parameter