

# Technical Specifications for Preparing Creatives

# 360

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## Description

This ad format features a creative that displays a spherical panorama, in which view can be set based on the position of the device or rotated with the mouse cursor or by finger movement.

## 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
Height*	The height of the ad creative in px
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).
Low-res image	A low-resolution image, loaded first. It should have the lowest possible size to ensure it loads quickly.
Hi-res image	A high-resolution final image loaded after the low-resolution image (if specified) has been loaded. If no low-resolution image has been specified, a loading animation is displayed showing the current percentage of data loaded.
Overlay - an element displayed over the panorama, with dimensions equal to the dimensions of the creative. The selected element should include transparent elements showing the panorama.	
HTML5 file/HTML code/Image file	Overlay can be defined by uploading an HTML5 file, HTML code or image file.
ClickTag - a click on this element opens a tab with the landing page.	
Image	Optional; if not defined, the template default image showing "SEE MORE" will be displayed.
Width	The image width in pixels or percentages.
Maximum width	The maximum image width in pixels or percentages.

Top offset	The offset of the element from the top edge of the creative in pixels or percentages.
Right offset	The offset of the element from the right edge of the creative in pixels or percentages.
Bottom offset	The offset of the element from the bottom edge of the creative in pixels or percentages.
Left offset	The offset of the element from the left edge of the creative in pixels or percentages
Other parameters	
Angle of view	Viewing angle in degrees; allowed values are 30 to 100 degrees, default angle is 45 degrees.
Initial angle x	The initial camera angle (rotation around the x axis).
Initial angle y	The initial camera angle (rotation around the y axis).
Initial angle z	The initial camera angle (rotation around the z axis).
Animate	If checked, in the absence of the user interaction with the ad, the camera will rotate slowly around its vertical axis.
Load animation	If checked, the loading animation will be displayed. Otherwise, only a black rectangle (excluding overlay and clickTag elements) will be visible until the first image is loaded (low-resolution image if defined, or high-resolution image).
Restrict vertical rotation angle	If checked, the vertical rotation will be limited so to disable upside down rotation.
Use device orientation api if available	If checked, on mobile devices with Orientation API support the position of the camera will be set based on the position of the device, without the possibility to rotate it by finger movement.
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