Technical Specifications for Preparing Creatives

3D Box

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Description

Main supported formats

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

Mobile devices

- ☑ Mobile web browsers
- ☐ Mobile web applications

Behavior

In this ad format, a three-dimensional box consisting of 4 surfaces is displayed. The box rotates automatically when an appropriate option is set, or after the user clicks an arrow.

Parameters

Name	Description
Width *	The width of the creative
Height *	The height of the creative before it is expanded
Animation duration:*	The duration of animation
Responsive	True/false value; it affects the behavior of the creative when resizing the window (see the table below)
Content	
HTML5	HTML5 creative
Image	Image
Arrow	
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 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
Autorotation	
On	Enables/disables autorotation
Direction	The direction of autorotation; "auto" values, that is "auto (top)" and "auto (bottom)", indicate that the next autorotation is performed in the same direction as the last one (except the first, which is performed in the selected option direction). As an example, if the auto (top) option is selected, the first autorotation is towards the top and all next rotations are in the direction of the last rotation, that is if the user clicks the right arrow, the next autoration will be in the same direction
Interval	The time between individual autorotations
Stop on arrow click	Disables autorotation when the user clicks the arrow
Other	
Extra JS 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
Redirection variable	The name of the variable passed to the frame (clickTag by default)

* - required parameter

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

Height	Width	Behavior
px	px	Fixed dimensions *
px	%	Fixed height, width set in %
%	%	Dimensions in percentages (relative to the container)
- empty -	px	Not supported
- empty -	%	Not supported
- empty -	- empty -	Not supported

* If the parameter Responsive is set, the dimensions are scaled down, that is if the creative does not fit within the viewport, it is scaled down.