Technical Specifications for Preparing Creatives

AdTiles

- Description
  - Main supported formats
  - Mobile devices
- Behavior
- Parameters
  - The value of height and width parameters vs behavior (responsiveness)

Description

Main supported formats

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

Mobile devices

- ☑ Mobile web browsers
- ☐ Mobile web applications

Behavior

In this ad format, the first creative is displayed as a standard banner. In the lower part of the banner, there is an arrow. After clicking on the arrow, another element (a panel containing a HTML5/image creative) is displayed under the previous one. The new banner also has an arrow that enables the next banner to be unfolded. There are also arrows to fold banners. This ad format allows to upload up to 4 banners in the HTML5 format or image files.

Parameters

Name	Description
Width *	The width of a single panel
Height *	The height of a single panel
Responsive	True/false value; it affects the behavior of the creative when resizing the window (see the table below)
Rotate duration *	The duration of the panel expansion animation (in seconds; fractional values are allowed)
HTML5	The HTML5 creative file (up to 4 can be uploaded)
Image	The creative image file (up to 4 can be uploaded)
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

* - 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 set in %
- 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 browser viewport, it is scaled down.