

Technical Specifications for Preparing Creatives

Background image

- Description
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Description

In this ad format, an ad is displayed as the background image of the page.

Allowed formats

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

Mobile devices

- Mobile web browsers
- Mobile web applications

Parameters

Name	Description
Vertical alignment	The vertical alignment of the creative
Horizontal alignment	The horizontal alignment of the creative
Repeat background image	Specifies whether or not the image should be repeated
Clickable	Specifies whether or not the image is clickable. If so, a click on the image redirects to the landing page
Background Image File	The creative image file
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