

# Technical Specifications for Preparing Creatives

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# Billboard

- Description
  - Main supported formats
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## Description

In this ad format, a standard banner is displayed.

## Main supported formats

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

## Mobile devices

- Mobile web browsers
- Mobile web applications

## Parameters

Name	Description
Flash Version	The minimum required Flash plugin version
Flash Quality	The quality of the Flash creative
Width*	Width in pixels or percentages
Height*	Height in pixels or percentages
Alignment	The horizontal alignment
Redirection Variable*	The name of the variable passed to the HTML5/Flash creative containing the clickTag URL
Display Mode	The Flash display mode (transparent or opaque)
Background Color*	The color of the background
HTML5 file	The HTML5 creative file
Alternative Swf file	The SWF creative file
Alternative image file	The creative image file
Alternative HTML Code	The creative HTML code
Clicktag overlay	Displays an overlay over the frame with the HTML5 creative, and as a result clicks within that frame open the landing page without passing events to the frame
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

# Toplayer

- Description
  - Main supported formats
  - Mobile devices
- Behavior
- Parameters

## Description

### Main supported formats

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

### Mobile devices

- Mobile web browsers
- Mobile web applications

## Behavior

This ad format consists of an ad displayed in a floating overlay.

## Parameters

Name	Description
Flash Version	The minimum required version of the Flash plugin
Flash Quality	The quality of the Flash creative
Width (toplayer)*	The width of the creative in px or %
Height (toplayer)*	The height of the creative in px or %
Vertical position (toplayer)	The vertical position of the creative (the distance from the top)
Horizontal position (toplayer)	The horizontal position of the creative (the distance from the left)
Vertical position (auto)	The vertical position (one of 3 predefined: center, top, bottom)
Horizontal position (auto)	The horizontal position (one of 3 predefined: center, left, right)
AO - Redirection Variable (toplayer)*	The name of the variable passed to the HTML5 creative containing the clickTag URL
Display Mode (toplayer)	The Flash display mode
Background Color (toplayer):*	The color of the background
Scrolling (toplayer)	Enables/disables scrolling
Append Close Cross (toplayer)	Appends the close button

Close button size	The size of the close button
Close button image	The image of the close button
Delay of showing the ad (sec) (toplayer)*	The time between the loading of the ad and displaying it on the page
Time to Close (sec) (toplayer)*	The time after which the ad automatically closes
z-index (toplayer):*	The vertical position
HTML5 file	The HTML5 creative file displayed as the toplayer
Clicktag overlay	Displays an overlay over the HTML5 creative, after clicking on which the target page URL address is opened in a separate browser tab
Alternative Swf file	The alternate SWF file
Alternative image file (toplayer):	The alternate image file
Alternative HTML Code (toplayer)	The alternate HTML code
<b>Other</b>	
Extra JS Code	Additional JS code
Extra HTML Code	Additional HTML code executed when the ad creative is fully loaded

\* - required parameter