Technical Specifications for Preparing Creatives

Corner

- Description
    - Main supported formats
    - Mobile devices
- Parameters

Description

In this ad format, an expandable creative is displayed in the corner of the browser window.

Main supported formats

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

Mobile devices

- ☐ Mobile web browsers
- ☐ Mobile web applications

Parameters

Name	Description
Geometry parameters	
Width*	The width of the creative after it is expanded
Height*	The height of the creative after it is expanded
Collapsed width*	The width of the creative before it is expanded
Collapsed height*	The height of the creative before it is expanded
Z-index	Sets the z-index property of the creative (z-index determines the order of elements on the Z axis; elements with a higher z-index value cover elements with a lower z-index value)
Position	The corner of the browser window in which the creative is to be displayed
Content	
HTML5 file	The HTML5 creative file
Image	The creative image file
HTML Code (FiF)	The HTML creative code
Clicktag overlay	Displays an overlay over the frame with an HTML5 creative, and as a result clicks within that frame open the landing page without passing events to the frame
Effects	
Dimness	Adds the effect of dimness when the creative is not expanded
Rounded border	Adds the effect of rounding of the creative in one corner when the creative is not expanded

Shadow	Adds the effect of shadow around the creative
Animation time	The duration of the expand/collapse animation in seconds (fractional values are allowed)
Close button	
Display	Specifies whether or not the close button is to be displayed
Size	The size of the close button in pixels (if your own image is uploaded, this dimension is the width of the button and the height is calculated from the proportions)
Image	The close button image
Other	
Manual expand	If this option is not checked, the creative will start to expand upon hovering (tapping on mobile devices). This option should be selected only if the HTML5 creative supports the expand/collapse option controlled via API
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
Redirection Variable	The name of the variable passed to the frame (clickTag by default)

* - required parameter