Technical Specifications for Preparing Creatives

Dynamic reveal

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Description

In this ad format, an ad creative displays an image that seamlessly changes to another image when the user scrolls the ad through the center of the browser viewport.

Main supported formats

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

Mobile devices

- ☑ Mobile web browsers
- ☐ Mobile web applications

Parameters

Name	Description
General parameters	
Width*	The width of the ad creative in px or %
Height*	The height of the ad creative in px or %
Responsive	If checked and the above dimensions are given in pixels, standard responsiveness will be enabled (if the width set exceeds the width of the container in which the ad is located, the creative assumes the width of the container and the height is scaled accordingly).
Align	The horizontal alignment (left/center/right)
Images	
Upper*	The image displayed when the ad creative is located above the center of the browser viewport
Bottom*	The image displayed when the ad creative is located below the center of the browser viewport
Other	
Extra JavaScript Code	Additional JavaScript code executed when the ad creative is fully loaded
Extra HTML Code	Additional HTML code added to the page code

* - required parameter