Technical Specifications
for Preparing Creatives

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Description

In this ad format, it is possible to create a banner that expands in a specified direction when hovering over it with the mouse cursor or when an appropriate function is executed by the creative.

Allowed formats

- ☑ HTML5
- ☑ SWF
- ☑ 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
Expansion direction	The direction in which the banner is to expand
Width*	The width of the creative after it is expanded
Collapsed Width*	The width of the creative before it is expanded
Height*	The height of the creative after it is expanded
Collapsed Height*	The height of the creative before it is expanded
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
Manual expand	Specifies whether or not the creative is to expand when hovering over it with the mouse cursor (if set to "yes", the creative should execute the expand/collapse function at the appropriate moment)
Expansion speed	The speed with which the creative expands
z-index	Sets the Z-index property of the creative
HTML5 file	The HTML5 creative file

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
Alternative Swf file	The SWF creative file
Alternative image file	The creative image file
Alternative HTML Code	The creative HTML code
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