

# Technical Specifications for Preparing Creatives

# Filmstrip

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## Description

In this ad format, the displayed banner can be scrolled frame by frame with the mouse wheel. The number of frames is specified in the parameters.

## 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*	The width of the creative
Height*	The height of the scrolled element
Frames count*	Number of frames (the value given in the field Height is divided by this value and the result is used as the height of the displayed creative)
Redirection Variable*	The name of the variable passed to the frame (clickTag by default)
Display Mode	The Flash display mode (transparent or opaque)
Background Color*	The background color of the creative
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