

# Technical Specifications for Preparing Creatives

# Fullscreen Overlay

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## Description

In this ad format, a banner is displayed in the middle of a full-screen overlay. The banner can be closed with a close button and/or after a set period of time.

## Main supported formats

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

## Mobile devices

- Mobile web browsers
- Mobile web applications

## Parameters

Name	Description
Banner parameters	
Width*	The width of the banner in px or %
Height*	The height of the banner in px or %
Responsive	Enables standard responsiveness. This option should be checked only if dimensions (height and width) of the banner are not given in percentages.
HTML5	The HTML5 file
Image	The image file
Clicktag overlay	If checked, clicks within the HTML5 creative will result in opening of the landing page without passing events to the frame.
Background parameters	
Color	The color of the background
Opacity	Sets the background opacity level. Allowed values range from 0 to 1, where 0 is total transparency and 1 is total opacity. For example, to achieve soft background transparency, set to 0.8
Image	The background image

Image size	Dimensions of the background image. Takes the same values as the background-size CSS property. Dimensions can be expressed as "width-height ", "width", or a key word can be used: "contain", "cover" or "auto". It needs to be remembered that "px" or "%" should be appended after numbers, e.g.: "500px 250px", "100% 100%". If only one value is specified, the width of the image is set and the height is calculated automatically from the proportions.
Image position	Position of the background image. Takes the same values as the background-position CSS property. Two values should be given to specify horizontal and vertical position. They can be in pixels, percentages, or a key word can be used: "left", "center", "right", "top", or "bottom". It needs to be remembered that "px" or "%" should be appended after numbers. Examples: "center center", "100px 200px", "5% 20px" etc
Image repeat	Specifies whether or not the background image should be repeated. Possible values: repeat (repeat on both axes), repeat-x (repeat on x horizontal axis), repeat-y (repeat on y vertical axis), no-repeat (do not repeat)
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	
Auto close time	The time after which the creative automatically closes (optional)
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)
Extra JavaScript	Additional JavaScript code executed when the ad creative is fully loaded
Extra HTML Code	Additional HTML code added to the page code
Redirection Variable (AdOcean)	The name of the variable passed to the frame (clickTag by default)

\* - required parameter