Technical Specifications for Preparing Creatives

Masthead video

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Description

This ad format consists of a banner image on which a video is displayed.

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 pixels or percentages. If this field is left blank, the banner takes the height of the video (if "Top offset" and "Top bottom" fields are defined, the height of the banner is equal to the height of the video plus the value of these two fields)
Responsive	Enables standard responsiveness (applies to the container; the video will be responsive only if its width is given in percentages). In order for the banner to be responsive, the dimensions of the banner (height and width) cannot be given in percentages. Responsiveness means that if the width of the container in which the creative is located is smaller than the set width of the banner, the banner takes the width of the container and the height is set proportionally
Align	The horizontal alignment (left/center/right)
Expand when visible	If checked, the creative appears with the expand animation when it becomes visible in the browser viewport
Banner background parameters	
Image	The banner image displayed behind the video
Color	The color of the banner

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 in the banner area (it is only applicable if the image is not displayed in full in the banner area). 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)
Video geometry parameters	
Width*	The width of the video [px/%]. Percentage value refers to the banner width. For example, setting the banner width to 500px and video width to 50% means that the video size will be 250px. Entering a percentage value allows for the proper responsiveness of the whole banner
Maximum width	The maximum width of the banner [px/%]
Native video width*	The native width of the video. In this field, specify the original width of the video, not the width in which this video is to be displayed (values may be the same). For example, if the native resolution of a video in Full HD is 1920x1080, the value to be entered is 1920
Native video height*	The native height of the video. Same notes as in the Native video width description
Top offset	The offset of the video from the top edge of the banner [px/%] (percentage values are relative to the width of the banner). The value is respected only if Center vertically is disabled
Right offset	The offset of the video from the right edge of the banner [px/%] (percentage values are relative to the width of the banner). The value is respected only if Center horizontally is disabled
Bottom offset	The offset of the video from the bottom edge of the banner [px/%] (percentage values are relative to the width of the banner). The value is respected only if Center vertically is disabled
Left offset	The offset of the video from the bottom edge of the banner [px/%] (percentage values are relative to the width of the banner). The value is respected only if Center vertically is disabled.
Center horizontally	Center the video horizontally
Center vertically	Center the video vertically

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Video sources	
MP4/WEBM/OGG file/url	Video source files in supported formats
Poster image	The image displayed before the start of video playback
Video player parameters	
Seeking	Specifies whether or not seeking is to be enabled
Controls	Specifies whether or not video controls are to be displayed
Loop	Specifies whether or not the video is to be played in a loop
Sound	Sets the sound of the video at the start of video playback. There are 3 options: "yes" – sound is enabled, "no" sound is disabled (the user will still be able to change the sound state during playback) and "Only on hover (PC)" – sound is enabled when the mouse cursor is positioned over the ad and disabled when the mouse cursor moves away (this mechanism is disabled when the user clicks the volume icon).
Other	
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