

Technical Specifications for Preparing Creatives

Media room

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Description

This mobile ad format is designed to display background and 3D carousel.

Main supported formats

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

Mobile devices

- Mobile web browsers
- Mobile web applications

Parameters

Name	Description
Layout settings	
Creative width*	Width of whole creatives in pixels.
Creative height*	Height of whole creatives in pixels.
Padding top	Margin between a carousel and top of the creative background (in pixels).
Padding bottom	Margin between a carousel and bottom of the creative background (in pixels).
Responsive	If checked, standard responsiveness will be enabled. (if the width set exceeds the width of the container in which the advertisement is located, the creative assumes the width of the container, and the height is appropriately rescaled).
Z-index	Set z-index of creative
Carousel item width	Width of single element in the carousel.
Carousel item height	Height of single element in the carousel.
Perspective origin	Specifies the point the user is looking at. Possible values: Top (the upper part), Center (middle) i Bottom (the lower part).
Creative background settings	
Color	Background color of whole creative

Image	Background image of whole creative
Image size	Dimensions of the creative's background image, takes the same values as background-size from css. Dimensions can be given, among others, in the form: width height, width or use one of the keywords like contain, cover and auto. Example: 500px 250px, 100% 100%. Entering one value set the width of the image, while the height is calculated automatically from the proportions.
Image position	The position of the creative's background image has the same value as background-position from css. Positions can be given in the form of two values denoting the positions horizontally and vertically. The values can be in pixels, percent or in the form of one of the keywords: left, center, right, top, bottom. Examples: center center, 100px 200px, 5% 20px etc.
Image repeat	Specifies whether the background image of the creative should be repeated. Examples of possible values: repeat (repeat in both axes), repeat-x (repeat only in x-horizontal axis), repeat-y (repeat in y-vertically), no-repeat - do not repeat.
HTML5	HTML5 creative which can be set as creative bacground.
Carousel elements settings	
The background color of the element	Background color for creative elements.
The size of the element image	The size of images of creative elements. It accepts the same values as background-size from css. Dimensions can be given, among others, in the form: width height, width or use one of the keywords like contain, cover and auto. Examples: 500px 250px, 100% 100%. Entering one value means setting the width of the image, while the height is calculated automatically from the proportions.
The position of the element image	The position of images of the elements of the creative. Positions can be given in the form of two values denoting the positions horizontally and vertically. The values can be in pixels, percent or in the form of one of the keywords: left, center, right, top, bottom. Examples: center center, 100px 200px, 5% 20px etc.
The repeat of the element image	Specifies whether the images of the creative should be repeated. Examples of possible values: repeat (repeat in both axes), repeat-x (repeat only in x-horizontal axis), repeat-y (repeat in y-vertically), no-repeat - do not repeat.
Carousel elements	
[First - Twelfth] element	
*Image	Image of element.
*Video	Video of element.
Close button	
Display	Display or not close button.

Size	Size of closing button in pixels. In case of download custom closing button size is width of button, height is set from proportions.
Image	Custom image of closing button.
Creative control settings	
Autorotation	If checked, the carousel will rotate automatically.
Mouse drag	If checked, the user can rotate the carousels by dragging with the mouse / finger.
Arrows	If checked, arrows will be displayed, allowing rotation of the carousel.
Arrows settings	
Size	The size of the arrow, the value can be given in pixels (then the arrow has a fixed value) or in percent. If we give the value in percent then the arrow will be the size in relation to the width of the creative. For example, if we set the size to 10% and the width of the creative to 1000px, then the size of the arrow is 100px. With the responsive sizes of the creation, we get a responsive size of the arrow (at the percentage).
Color	Arrow color
Background color	Arrow background color
Image	Picture of arrows. The image must be directed to the right and be symmetrical. The remaining directions are obtained by the appropriate rotation of this image (therefore the image must be symmetrical and directed to the right). The width comes from the Size option, the height is calculated from the aspect ratio of the image.
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