Technical Specifications for Preparing Creatives

Mobile simple

Description

In this ad format, a standard banner is displayed that consists of an image or a creative written in HTML5.

Allowed formats

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

Mobile devices

- ☑ Mobile web browsers
- ☐ Mobile web applications

Parameters

Name	Description
Responsive	Sets the responsiveness of the image. If this option is set, the width is treated as the maximum width, whereas the height adjusts according to the aspect ratio of the used element
Width	The width in pixels or percentages
Height	The height in pixels
Redirection Variable	The name of the variable passed to the frame (clickTag by default) containing the target URL
HTML5 file	The creative file written in HTML5
Image file	The creative image file
Alternative HTML Code	The alternate HTML creative code
Additional	
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
Show close button	Specifies whether or not the close button is to be displayed
Close button	If the below field is blank, the text selected in this field will be displayed
Close button	The customized text on the close button
Close button size	The size of the close button in pixels

* - required parameter