

Technical Specifications for Preparing Creatives

Mobile interstitial video

- Description
- Parameters

Description

This ad format is designed to display a video on a full-screen semi-transparent overlay with a closing button displayed after a specified time. It is dedicated for mobile devices.

Main supported formats

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

Mobile devices

- Mobile web browsers
- Mobile web applications

Parameters

Name	Description
Video parameters	
Width*	The width of the video (px or %)
Maximum width	The maximum width of the video (px or %)
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. The same notes as in the Native video width description
Mp4/Ogg/Webm file/url	Video source files in supported formats
Poster image	The image displayed before the video is loaded
Seeking	Specifies whether or not a scroll bar is to be displayed
Controls	Specifies whether or not video controls are to be displayed
Loop	Enables the video to be played in a loop
Muted	Specifies whether or not the video is to be muted by default
General parameters	
Start delay	A delay in display of an ad creative (in seconds), counted from when the ad creative is fully loaded
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)
Close button	

Display delay	A delay in display of the close button (in seconds), counted from when the ad creative is displayed
Position	Specifies the position of the close button. There are two options: on the player, or on the full-screen overlay
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
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)
Other parameters	
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