GEMIUS

Technical Specifications for Preparing Creatives

Multi-rotation cuboid

Description

This ad format displays an ad in the form of a cuboid that rotates in every direction (automatic or manual rotation mode). It is possible to define all its 3 dimensions and show advertisements on all its 6 surfaces – supported formats include HTML5 files and images.

In Internet Explorer 11 and below, only the front wall is displayed as a standard banner due to technical limitations.

Main supported formats

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

Mobile devices

- ☑ Mobile web browsers
- ☐ Mobile web applications

Parameters

Name	Description
Geometry parameters	
Width*	The width of the cuboid in pixels
Height*	The height of the cuboid in pixels
Length*	The length of the cuboid in pixels
Align	The horizontal alignment of the cuboid (left/center/right)
Responsive	If checked, standard responsiveness will be enabled (if the width set exceeds the width of the container in which the ad is located, the creative assumes the width of the container and other dimensions are scaled accordingly)
Overflow	Specifies whether the part of the cuboid moving beyond the container is to be displayed (visible) or not (hidden)
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)
Rotation parameters	
Autorotation	If checked, the creative will rotate showing subsequent walls in the order set in the Order parameter of each of them

Resume autorotation after manual rotatation	If checked (and if the Autorotation option is checked), after manual rotation is complete, the autorotation mode will resume from the current position. Otherwise, when manual rotation is started, the autorotation mode is disabled and subsequent walls can be displayed only as a result of manual interaction
Rotation interval	The interval between subsequent rotations (in seconds)
Rotation duration	The duration of a single rotation in seconds
Adjust rotation duration to rotation angle	If checked, the duration specified in the Rotation duration parameter will be adjusted to the rotation angle (rotation by 180 degrees will last 2 times longer)
Manual rotation	If checked, manual rotation will be enabled
Opacity on manual rotation	Sets the background opacity level during manual rotation. Allowed values range from 0 to 1, where 0 is total transparency and 1 is total opacity. Setting this field to 0.8, for example, will cause the walls of the cuboid to become slightly transparent after the start of manual rotation and the walls behind the currently displayed wall will be revealed
Front/Left/Back/Right/Top/Bottom – Settings of subsequent walls	
HTML5	The HTML5 file of a given wall
Image	The image of a given wall
Background color	The color of a given wall (an empty value indicates "transparent")
Order	Sets the order in which this wall will be displayed in the autorotation mode. Apart from options 1-6, it is possible to choose "-", which will result in a given wall not being a target wall (it will be displayed, but rotation will not be made to this particular wall)
Other	
Extra JavaScript Code	Additional JavaScript code executed when the ad creative is fully loaded
Extra HTML Code	Additional HTML code executed when the ad creative is fully loaded
(AO only) Redirection variable*	The name of the variable passed to the frame (clickTag by default)

* - required parameter

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