

Technical Specifications for Preparing Creatives

Multimedia AdTiles

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Description

In this ad format, a banner is displayed consisting of 9 tiles appearing in a fixed sequence. After the whole banner is viewable, a video and a gallery of images in a slideshow are displayed (optional).

Main supported formats

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

Mobile devices

- Mobile web browsers
- Mobile web applications

Parameters

Name	Description
Tile parameters	
Width*	The width of a single tile in px or %
Height*	The height of a single tile in px or %
Responsive	Enables the responsiveness of the first tile in relation to its container
Adjust expanded width to container	With this option and responsiveness enabled, the first tile will occupy one-third of the width of its container, and as a result, the width of an expanded ad creative will be equal to the width of its container
Align (first tile)	The horizontal alignment of the first tile (left/center/right)
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)
Background parameters	
Image	The expanded image (each tile is a part of this image)
Color	The color of the tiles (transparent by default)
Gallery parameters	
Location (tile number)	The number of a tile on which the gallery will be displayed. The first tile number is "0", and the last tile number is "8"
Image [1-5]	Images in the gallery; if no image is selected, the gallery will not be displayed

Gallery arrows	
Size	The size of the arrow. The value can be given in pixels (then the arrow has a fixed value) or percentages. If a percentage value is given, the size of the arrow is dependent on the width of the creative. For example, if the size of the arrow is set to 10% and the width of the creative is 1000px, then the size of the arrow is 100px. The arrow size is responsive in responsive creatives (if set in percentages)
Color	The color of the arrow
Border	Enables or disables the display of the arrow border
Border color	The color of the arrow border
Image	The image of the arrow. It has to be symmetrical and pointing right. Other directions are obtained by rotating the image accordingly (for this reason the image must be symmetrical and pointing to the right). The width is taken from the parameter Size, the height is calculated based on the image proportions
Close button	
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
Video parameters	
Width	The width of the video
Adjust width to tile width	If this option is enabled, the width specified in the above parameter will be ignored and the width of the video will be equal to the width of a single tile
MP4/OGG/WEBM file/url	Video source files in supported formats. If no source is specified, the video is not displayed
Poster image	The image displayed before the video is loaded
Sound	Specifies whether the video sound is enabled automatically at the start of video playback or when the mouse cursor is positioned over the ad
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
Other parameters	
Clickable background	If this option is enabled, the background is clickable (a clickTag is added to the background)
Expand time	The duration of the expansion animation (in seconds)
Force continuity	If this option is enabled, some tiles are moved by 1px to ensure there are no gaps between them (important if responsiveness is enabled). Gaps may occur as a result of rounding fractions
Extra JavaScript Code	Dodatkowy kod JavaScript odpalany po załadowaniu kodu kreacji.
Extra HTML Code	

* - required parameter