Technical Specifications for Preparing Creatives

Peel off

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Description

In this ad format, an element that resembles a folded card is displayed in the page corner together with a thumbnail of a full-size ad. The user can uncover the hidden element by clicking on the thumbnail or by clicking and holding the button on the element and then moving the mouse cursor to the left-top corner, which is accompanied by a reveal effect that resembles paper bending.

Main supported formats

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

Mobile devices

- ☑ Mobile web browsers
- ☐ Mobile web applications

Parameters

Name	Description
General parameters	
Collapsed size*	The size of the ad in collapsed state (thumbnails) in px or %. It is the dimension of both width and height (both dimensions will be equal). Percentage values refer to the width of the browser window
Image*	The revealed image
Image size	The size of the image in the form of a keyword. There are 3 options: cover (the image occupies the entire viewport), contain (the image is adjusted to fit in the viewport), auto (native dimensions of the image)
Image custom sizes	Custom dimensions of the 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. If the field is empty, the dimensions of the image will be as specified in the Image size field
Image repeat	Specifies whether or not the image is to 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)
Background color	The image background color

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	
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	If checked, black circle background will be displayed behind the close button
Other parameters	
Extra JavaScript Code	Additional JavaScript code executed when the ad creative is fully loaded
Extra HTML Code	Additional HTML code added to the page code

* - required parameter