

Technical Specifications for Preparing Creatives

Responsive Footer Billboard

- Description
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Description

In this ad format, a responsive banner is displayed in the footer of the browser window.

Allowed formats

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

Mobile devices

- Mobile web browsers
- Mobile web applications

Parameters

| Name | Description |
|------------------------|--|
| HTML5 file | The HTML5 creative file |
| Image file | The creative image file |
| Banner width* | The width of the creative in pixels or percentages |
| Banner height* | The height of the creative in pixels or percentages |
| Responsive | Enables standard responsiveness |
| Align | The horizontal alignment |
| Background transparent | Sets the banner background as transparent |
| Background color | The color of the banner background, displayed when "Background transparent" is set to "false" (takes the same values as the background-color CSS property) |
| Border color | The color of the border (takes the same values as the border-color CSS property) |
| Border width | The width of the border in pixels |
| Z-index | The position on the Z-axis (along the normal vector to the monitor) |
| Time to close [s] | The time in seconds after which the ad automatically closes |
| Close button | Specifies whether or not the close button is to be displayed |
| Close size | The size of the close button |

| | |
|-----------------------|--|
| Close button image | The close button image |
| 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 |
| Redirection variable* | The name of the variable passed to the frame (clickTag by default) |

* - required parameter