

Technical Specifications for Preparing Creatives

Rollband

- Description
 - Allowed formats
 - Mobile devices
- Behavior
- Parameters

Description

Allowed formats

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

Mobile devices

- Mobile web browsers
- Mobile web application

Behavior

This ad format consists of a banner displayed on a background layer (for which color and transparency can be set). When the close button is clicked, the banner (together with the background layer) slides to the right and disappears. Pressing the arrow brings it back into view.

Parameters

Name	Description
Flash Version	The required version of the Flash plugin
Flash Quality	The quality of the Flash ad creative
Frame Background Color*	The color of the background frame
Frame Background Opacity*	The opacity of the frame expressed as a percentage value
Width*	The width of the ad creative in px or %
Height*	The height of the ad creative in px or %
AO - Redirection Variable (toplayer)*	The name of the variable passed to the HTML5 creative containing the clickTag URL
Display Mode (toplayer)	The Flash display mode
Background Color (toplayer)*	The color of the background
Time to Auto Roll-out (sec)*	The time after which the ad automatically rolls out
Time to Close (sec):*	The time after which the ad automatically closes
Align	The vertical alignment
Scrolling	This property specifies if the ad stays in one place or floats while scrolling the page

Z-index*	The vertical position
HTML5 file	The HTML5 creative file
Clicktag overlay	Displays an overlay over the HTML5 creative, after clicking on which the target page URL address is opened in a separate browser tab
Alternative Swf file	The alternate SWF file
Alternative image file (toplayer):	The alternate image file
Alternative HTML Code (toplayer)	The alternate HTML code
Roll in/roll out button width	The width of the roll-in/roll-out button
Image File (roll-in)	The image of the roll-in button
Image File (roll-out)	The image of the roll-out button
Extra JS Code	Additional JS code
Extra HTML Code	Additional HTML code executed when the ad creative is fully loaded

* - required parameter