Technical Specifications for Preparing Creatives

Scanner

- Description
  - Main supported formats
  - Mobile devices
- Parameters

Description

This ad format consists of three elements: main element (HTML5 or image file), image as seen on the scanner screen and scanner image (e.g. mobile phone on the screen of which the scanned image is to be displayed).

When hovering over the main element with the mouse cursor (on mobile devices it is finger movement), the scanner appears and on its screen the fragment currently under it is displayed.

Main supported formats

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

Mobile devices

- ☑ Mobile web browsers
- ☐ Mobile web applications

Parameters

The scanner image with the area marked (with a specific color) for update

Name	Description
General parameters	
Width*	The width of the creative in px
Height*	The height of the creative in px
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).
Main HTML5 file	The main file of the HTML5 creative displayed on the page as a banner
Main image	The main image of the creative displayed on the page as a banner
Revealed image*	The revealed image, displayed in the scanner element
Scanner parameters	
Width	The scanner width in pixels (optional) (If this field is omitted, the native width of the image is used)
Height	The scanner height in pixels (optional) (If this field is omitted, the native height of the image is used)
Image*	The scanner image with the area marked (with a specific color) for update

Mask color	The color of the pixels that are updated with the pixels of the revealed image, in the form #RRGGBB (for example, for white color it is: #ffffff)
Other	
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