Technical Specifications for Preparing Creatives

Scratch

- Description
  - Main supported formats
  - Mobile devices
- Behavior
- Parameters

Description

Main supported formats

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

Mobile devices

- ☑ Mobile web browsers
- ☐ Mobile web applications

Behavior

This ad format consists of two images. One of them can be scratched, and the other one is a hyperlink.

Parameters

Name	Description
General parameters	
Width*	The width of the ad creative in px
Height*	The height of the ad creative in px
Mode	The display mode of the ad creative. It is possible to choose either the banner mode, in which the creative behaves like a standard billboard, or the layer mode, in which it is possible to set the position of the creative (in one of five possible places on the page)
Reveal on mouse move	If checked, on PCs the creative is revealed when moving the mouse cursor, without pressing down the mouse button
Animation	If this option is selected and the display mode is other than banner, the creative appears as an animation sliding down from the top of the page
Z-Index	The position on the Z-axis
Time to Close (sec) (in layer mode)	The time after which the ad automatically closes (only if the mode is not set to banner)
Brush size*	The size of the area that is scratched with a single click
Responsive	If checked, the creative will be responsive (its width and height will be treated as maximum dimensions)
Content	

HTML5	The HTML5 creative (revealed element)
Image	Image (revealed element)
Image (scratch)	Image (scratched element)
Close button	
Display	When selected, the close button is displayed
Size	The size of the close button in px
Image	The image of the close button
Scratch cursor	
Image	The image that is displayed as the mouse cursor when hovering over the creative top layer
Hotspot (only for image)	This is a pair of numbers, X and Y, indicating the position of the active cursor point (only for the image above). X and Y denote the distance from the left and the upper side respectively
Keyword	The keyword that specifies the displayed cursor (when hovering over the top layer) when no image is loaded or the bowser cannot handle a given format. Accepted are all values that are accepted for the cursor CSS property
Link cursor	
Image	The image that is displayed as the mouse cursor when hovering over the displayed creative surface
Hotspot (only for image)	This is a pair of numbers, X and Y, indicating the position of the active cursor point (only for the image above). X and Y denote for the distance from the left and the upper side respectively
Keyword	The keyword that specifies the displayed cursor (when hovering over the displayed surface) when no image is loaded or the bowser cannot handle a given format. Accepted are all values that are accepted for the cursor CSS property
Other	
Extra JS 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

* - required parameter