Technical Specifications
for Preparing Creatives

Scroll reveal

Description

On desktop devices, a full-screen overlay ad is displayed, which expands as the page is scrolled down, and on mobile devices, the ad enters the viewport after scrolling to the position of the ad.

Main supported formats

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

Mobile devices

- ☑ Mobile web browsers
- ☐ Mobile web applications

Parameters

Nazwa	Description
Background	
Image	The background image
Color	The color of the background
Image size	Dimensions of the background 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.
Image position	Position of the background image. Takes the same values as the background-position CSS property. Two values should be given to specify its horizontal and vertical position. They can be in pixels, percentages, or a key word can be used: "left", "center", "right", "top", or "bottom". It needs to be remembered that "px" or "%" should be appended after numbers. Examples: "center center", "100px 200px", "5% 20px" etc.
Image repeat	Specifies whether or not the background image should 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).
Video settings	
Width*	The width of the video in px or %

Height	The height of the video in px or %
Responsive	Enables standard responsiveness of the video. In order for the video to be responsive, its height and width cannot be given in percentages.
Muted	Specifies whether or not the video is to be muted by default
Video loop	Specifies whether or not the video is to be played in a loop
Autostart	Specifies whether or not the video is to be played automatically after 50% of its height is revealed
Controls	Specifies whether or not video controls are to be displayed
Seeking	Specifies whether or not seeking is to be enabled
Video sources and poster	
Mp4/Ogg/Webm file/url	Video source files in supported formats
Video poster	The image displayed before the video is loaded
Other	
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)
Scroll margin	An additional margin (in pixels) that has to be scrolled in order for the creative to hide after it has fully expanded
Set height on container	If checked, the height of the container will adjust to the height of the creative (equal to the viewport height + "Scroll margin" value) contained within the container. Otherwise the container will have no height (0) and the creative will partially cover the content behind it.
Tip (Mobile)	The message displayed at the bottom of a creative. It is appears on mobile devices (if the "Force desktop version" option is not checked) and informs how the creative can be closed.
Close button	Specifies whether or not the close button is to be displayed
Close 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)
Close button image	The close button image
Force desktop version	If checked, the desktop version of the template is displayed on mobile devices
Extra JavaScript Code	Additional JS code executed when the ad creative is fully loaded
Extra HTML Code	Additional HTML code added to the page code

* - required parameter