

Technical Specifications for Preparing Creatives

Scroll

- Description
 - Main supported formats
 - Mobile devices
- Parameters

Description

This ad format consists of an ad displayed on a layer that moves with a delay while the page is scrolled.

Main supported formats

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

Mobile devices

- Mobile web browsers
- Mobile web applications

Parameters

Name	Description
General parameters	
Width*	The width of the creative in pixels or percentages
Height*	The height of the creative in pixels or percentages
Responsive	Enables standard responsiveness
Horizontal align	The horizontal alignment
Vertical align	The vertical alignment
Z-index	Sets the Z-index property of the creative layer (the higher the value, the more it is on top)
Background color	The background color of the creative
Auto close time	Optional time in seconds after which the creative automatically closes
Content	
HTML5 file	The HTML5 creative file
Image file	The creative image file
HTML Code	The creative HTML code
Animation	
Animation time	The duration of the animation (in seconds)

Type	Sets the animation type (determines the relation between position and time). The last value (no animation) deactivates the animation and the creative is displayed in the same place of the viewport (set as fixed)
Close button	
Display	Specifies whether or not the close button is to be displayed
Close action	The action that occurs after the close button is selected. There are two options available: close or return to the top of the page
Size	The size of the close button in pixels
Image	The close button image
Other	
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