

# Technical Specifications for Preparing Creatives

# Takeover

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## Description

This ad format consists of two overlays: a background and a banner, which enter the screen one after the other

## Main supported formats

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

## Mobile devices

- Mobile web browsers
- Mobile web applications

## Parameters

Name	Description
Banner parameters	
Width*	The width of the banner in px or %
Height*	The height of the banner in px or %
Responsive	Enables standard responsiveness. This option should be checked only if dimensions (height and width) of the banner are not given in percentages
HTML5	HTML5 creative file
Image	The image file
MP4/WEBM/OGG file/url	Video source files in supported formats
Video specific parameters	
Poster image	The image displayed before the video playback (before the video is loaded)
Seeking	Specifies whether or not seeking is to be enabled
Controls	Specifies whether or not video controls are to be displayed
Loop	Specifies whether or not the video is to be played in a loop
Muted	Specifies whether or not the video is to be muted at the start of playback
Close button	
Display	Specifies whether or not the close button is to be displayed

Location	Specifies the position of the close button. There are two options: within the banner or in the top right corner of the overlay
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)
Image	The close button image
Banner position	
Top/Right/Bottom/Left offset	The offset from the top/right/bottom/left edge of the browser window
Background parameters	
Color	The color of the background
Opacity	Sets the background opacity level. Allowed values range from 0 to 1, where 0 is total transparency and 1 is total opacity. For example, to achieve soft background transparency, set to 0.8
Image	The background image
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 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).
Other parameters	
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)
Time to open	The time between when the ad is loaded and when it is displayed (in seconds)
Time to close	The time after which the ad automatically closes
Extra JavaScript Code	Additional JavaScript 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

