

# Technical Specifications for Preparing Creatives

# Brandmark

- Description
  - Main supported formats
- Parameters

## Description

In this ad format, a graphic element is displayed over the web page content (floating ad). Brandmark can be dragged and repositioned on the screen and closes automatically after some time or when the user clicks the closing cross.

## Main supported formats

- HTML5 (through Alternative HTML code)
- Image
- Video
  - MP4/OGG/Webm
  - Flv

### Mobile devices

- Mobile web browsers
- Mobile web applications

## Parameters

Name	Description
Flash Version	The minimum required Flash plugin version
Flash Quality	The quality of the Flash creative
Width (brandmark)*	The width of the creative in px or %
Height (brandmark):*	The height of the creative in px or %
Bar height (brandmark):*	The height of the bar in the px
Redirection Variable*	The name of the variable passed to the HTML5/Flash creative containing the clickTag URL
Display Mode	The Flash display mode
Background Color (brandmark)*	The color of the background
Append Bar (brandmark)	Specifies whether or not the bar is to be appended
Delay of showing the ad (sec) (brandmark)*	The time after which the brandmark is displayed (in seconds)
Time to Close (sec)*	The time after which the ad automatically closes
z-index*	The position on the Z axis (along the normal vector to the monitor)
Swf file	The SWF creative file
Alternative image file	The creative image file
Alternative HTML Code	The creative HTML code
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
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\* - required parameter