

Technical Specifications for Preparing Creatives

Carousel

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Description

Main supported formats

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

Mobile devices

- Mobile web browsers
- Mobile web applications

Behavior

This ad format may consist of up to 5 images and/or videos. The first element is displayed and the next one follows after the user clicks on an arrow (left or right) or swipes right or left (in the case of mobile devices). Each element emerges from behind the element currently displayed. There are 3 possible cases:

1. There is only one element – clicking or swiping is disabled.
2. There are 2 elements – an inactive element emerges from behind an active element, and both are visible during transition animation.
3. There are at least 3 elements – an active element is visible, and on its left and right side fragments of inactive elements are visible.

If a video is an active element, it is autoplayed (for some mobile web browsers it is necessary to manually start playback). When the video element is no longer active, it is paused.

The carousel is contained inside a container with configurable parameters.

Parameters

Name	Description
General parameters	
Carousel width *	The width of the container in which the carousel is located (values can be in percentages; if the height is not specified, the creative is responsive). The width of an active element located in the middle is 70% of this value
Carousel maximum width	The maximum width of the container in px or %
Carousel height	The height of the container in which the carousel is located (if this field is empty, the height is set automatically based on the width and height of the largest element)
Align	Horizontal alignment

Animation duration *	Duration of transition animation (milliseconds in AO, seconds in gDE)
Background color *	The background color of the container
Sound	"Yes"/"No" values enable/disable sound at the start of video playback. "Only on hover (desktops only)" means that sound is enabled when the mouse cursor is positioned over the ad
Wait for images before display	If this option is enabled, the ad is displayed after images are loaded. In the case of videos, the script waits until the image defined in the poster field is loaded or, if such an image is not specified, until video metadata are loaded
Arrows color *	The color of the navigation arrows
Autorotate	"True"/"False" value; specifies whether or not the carousel is to rotate automatically (without clicking on the arrows)
Rotate after *	The time after which the carousel automatically rotates
Direction	The direction in which the carousel rotates if the Autorotate parameter is set to "true"
HTML5 options	
Aspect ratio	Describes the width to height ratio of an HTML5 creative. This field is mandatory if any such creative is uploaded
ClickTag overlay	If checked, clicks within the HTML5 creative will result in opening of the landing page without passing events to the frame
Other options	
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
Parameters of carousel elements	
MP4 file	The video file in MP4 format
OGG file	The video file in OGG format
Webm file	The video file in WebM format
HTML5	The HTML5 creative file; the creative is displayed only if the "Aspect ratio" field is not empty.
Image	The image file in PNG, JPG or GIF format (if a video is selected, this image is displayed until the video starts)

* - required parameter

The value of height and width parameters vs behavior (responsiveness)

Height	Width	Behavior
px	px	Fixed container dimensions
px	%	Fixed height, width set in % (refers to the container, the content adjusts to the width)
%	%	Not supported

- empty -	px	Fixed width, height set automatically
- empty -	%	Width set in %, height set automatically
- empty -	- empty -	Not supported