

# Technical Specifications for Preparing Creatives

# Two-sided banner

- Description
  - Allowed formats
  - Mobile devices
- Behavior
- Parameters
  - The value of height and width parameters vs behavior (responsiveness)

## Description

### Allowed formats

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

### Mobile devices

- Mobile web browsers
- Mobile web applications

## Behavior

In this ad format, a standard banner with two sides is displayed. It rotates after entering the viewport in 50% and after the time specified in the settings. On the other side of the banner, there is a video which starts after rotation.

## Parameters

| Name                             | Description  |
|----------------------------------|--|
| General parameters               |  |
| Container width*                 | The width of the banner in px or %   |
| Container height*                | The height of the banner in px or %  |
| Rotate delay*                    | The delay in rotation (in seconds). It is the time between entering the viewport (in 50%) and the rotation itself. If after this time the element is outside the viewport (that is when the creative is visible in less than 50%), then the time will be counted again after the element reenters the viewport. Numbers with fractions are allowed (e.g. 1.5). |
| Rotate duration*                 | The rotation time in seconds; numbers with fractions are allowed (e.g. 0.9).   |
| Responsive                       | Possible values are true and false. It affects the behavior of the creative when resizing the window (see table below).  |
| Allow to rotate back after close | If enabled, the banner can rotate any number of times. Otherwise, after it is closed for the first time, a click on the front side opens a tab with the landing page.  |
| Rotate back after video end      | Specifies whether or not the banner is to be automatically rotated after the end of playback   |
| Frontside                        |  |

|  |   |
|--|---|
| HTML5  | The HTML5 file displayed on the front side  |
| Image  | The image displayed on the back side of the banner  |
| Backside video (the video on the other side of the banner) |   |
| MP4 file/url   | The video file or URL to the video in the MP4 format  |
| OGG file/url   | The video file or URL to the video in the OGG format  |
| Webm file/url  | The video file or URL to the video in the WebM format   |
| Video sound  | Specifies whether the video sound is enabled automatically at the start of video playback or when the mouse cursor is positioned over the video |
| Controls   | Specifies whether or not the video controls are to be displayed   |
| Seeking  | Specifies whether or not seeking is to be enabled   |
| Loop   | Specifies whether or not the video is to be played in a continuous loop   |
| Backside background  |   |
| Background image   | The background image behind the video   |
| Background color   | The color of the background   |
| Background image size                                      | The size of the image   |
| Background image position                                  | The position of the image   |
| Background image repeat                                    | The repetition of the image   |
| Other  |   |
| Close button size  | The size of the close button  |
| Close button image   | The close button image  |
| 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  |

\* - required parameter

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

| Height    | Width     | Behavior                     |
|-----------|-----------|------------------------------|
| px        | px        | Fixed dimensions*            |
| px        | %         | Fixed height, width set in % |
| %         | %         | Dimensions in %              |
| - empty - | px        | Not supported                |
| - empty - | %         | Not supported                |
| - empty - | - empty - | Not supported                |

\* If the Responsive parameter is set, the dimensions are scaled down, that is if the creative does not fit within the viewport, it is scaled down.