Technical Specifications
for Preparing Creatives

Video Background Pushdown

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Description

Allowed formats

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

Mobile devices

- ☑ Mobile web browsers
- ☐ Mobile web applications

Behavior

In this ad format, up to 5 different videos can be displayed. After clicking on a button (thumbnail), a panel with a video slides in, and if an image was uploaded for this video, the background image of the website is changed as well.

Parameters

Name	Description
Banner width *	The width of the banner
Banner height *	The height of the banner (with thumbnails)
Panel height *	The height of the sliding panel with a video
Responsive	True/false value; it affects the behavior of the creative when resizing the window (see table below)
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 elements	
MP4 file	The video file in the MP4 format
OGG file	The video file in the OGG format
Webm file	The video file in the WebM format
Thumbnail	The thumbnail image
Background image	The background image (website)
Repeat background	Specifies whether or not the background image is to be repeated - displayed not once but one next to the other

Background left position	Position of the background image relative to the left edge of the window
Background top position	Position of the background image relative to the top edge of the window

* - required parameter

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

Height	Width	Behavior
px	px	Fixed width *
px	%	Not supported
%	%	Not supported
- 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.