

Technical Specifications for Preparing Creatives

Video Rollband

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Description

This ad format consists of a video, banner, logo and sidebar, all of which are displayed in one line in a container (its color and transparency can be adjusted) at the bottom of the browser viewport. After clicking on the sidebar, the creative and its background are minimized to the right. The creative is displayed again after clicking on the same bar.

Main supported formats

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

Mobile devices

- Mobile web browsers
- Mobile web applications

Parameters

Name	Description
Responsive	If checked, the dimensions of the creative are scaled relative to the banner window width
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)
Background Color*	The color of the background
Ribbon settings	
Time to start*	The time after which the creative (in seconds) is displayed
Time to hide	The time after which the creative automatically closes
Ribbon height*	The height of the ad [px/%]
Video settings	
Player Width*	The width of the video player [px/%]
Poster	The image displayed before the video is loaded
MP4/WEBM/OGG/Flv file/url	Video source files in supported formats
Control bar	Specifies whether or not video controls are to be displayed
Loop	Specifies whether or not the video is to be played in a loop
Autoplay	Specifies whether or not the video is to be played automatically after the creative is displayed

Start muted	Specifies whether or not the video is to be muted at the start of playback
Unmute on mouse	Specifies whether or not the video sound is enabled automatically when the mouse cursor is positioned over the video
Banner settings	
Banner Width*	The width of the banner displayed to the right of the video in pixels or percentages
Banner HTML5 file	The HTML5 banner file
Banner swf file	The SWF banner file
Alternative image file	The banner image file
Alternative HTML Code	The banner HTML code
Redirection Variable*	The name of the variable passed to the frame (clickTag by default)
Flash Version	The minimum required Flash plugin version
Flash Quality	The quality of the Flash creative
Display Mode	The Flash display mode
Sidebar settings	
Sidebar width*	The width of the sidebar displayed to the right of the banner
Sidebar show/hide button*	The image of the sidebar button
Logo image height*	The height of the logo displayed above the sidebar button
Logo image*	The image of the logo
Extra HTML Code	Additional HTML code added to the page code

* - required parameter