Technical Specifications
for Preparing Creatives

Viewable billboard

Description

The creative is displayed only when it appears in the browser viewport.

- The creative is displayed if it is visible at least in 50% in the browser viewport.
- If the 50% visibility condition cannot be met, the ad starts to expand when its maximum possible part is visible.
- Responsiveness as described below.
- Possibility to enable/disable the close button and to define its size.

Main supported formats

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

Mobile devices

- ☑ Mobile web browsers
- ☐ Mobile web applications

Behavior

When the creative is visible in 50% (if possible) in the browser viewport, the expansion animation is started. After the animation ends, the close button appears (unless otherwise defined in settings).

Parameters

Name	Description
HTML5 file	The HTML5 banner file
Image	The banner image
Width*	The width of the banner in px or %
Height*	The height of the banner in px or %
Responsive	Specifies whether or not the banner is to be responsive. If yes, the above dimensions are maximum dimensions.
Animation duration	The duration of the expansion animation (in seconds)
Close button	Specifies whether or not the close button is to be displayed
Close size	The size of the close button in pixels (if your own image is uploaded, this dimension is the width of the button and the height is calculated from the proportions)
Close 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	If the parameter Responsive is not set, these are fixed dimensions. If the parameter is set, these are maximum dimensions
px	%	Fixed height, width set in % (relative to the container)
%	%	Dimensions in percentages (relative to the container)
- empty -	px	Not supported
- empty -	%	Not supported
- empty -	- empty -	Not supported