

Adform – HTML5 Rollover to Float (300X250 > 640x360)



Table of Contents

| | |
|---|----------|
| HTML5 Rollover to Float (300X250 > 640x360) | 2 |
| User Experience | 2 |
| Creative assets | 2 |
| Standard Banner asset | 2 |
| Floating Banner asset | 3 |
| Specs | 4 |
| <i>Audio</i> | 4 |
| <i>Video</i> | 4 |
| Additional Information | 5 |
| Other | 5 |

HTML5 Rollover to Float (300X250 > 640x360)

The format consists of the following parts:

- Initial 300 (w) x 250 (h) stage;
- Expanded 640 (w) x 360 (h) stage;
- Video.

User Experience

A user opens the webpage and sees the collapsed 300x250 banner in the placement with a call to action area. On roll-over a loading timer appears for 3 seconds. After 3 seconds or on click, the 640x360 floating stage appears. The 640x360 stage can offer additional flash, video or other rich media experience. It accommodates a link to the predefined landing page. The ad can be closed anytime by clicking the “Close” button. The floating stage appears as many times as the user clicks or rolls over the 300x250 banner.

Creative assets

The following items are to be delivered by a creative agency:

- 300 (w) x 250 (h) swf file;
- 640 (w) x 250 (h) swf file;
- Banner assets containing manifest.json file and HTML file zipped together with images, scripts and other material;

Note: manifest.json file and HTML file should be in the root directory of the .zip file.

Standard Banner asset

- Manifest.json file should define the ad dimensions and the HTML file which is used as a banner source

```
{  
  "version": "1.0",  
  "title": "Rollover to Float HTML5",  
  "description": "",
```

```

    "width": 300,
    "height": 250,
    "events": {
      "enabled": 0,
      "list": {
      }
    },
    "clicktags": {
      "clickTAG": "http:\\\\www.adform.com\\"
    },
    "source": "Standard_300x250.html"
  }
}

```

- HTML file should include Adform HTML library which enables the banner to receive a clickTAG variable:

```
<script src="https://s1.adform.net/banners/scripts/rmb/Adform.DHTML.js"></script>
```

- The following JavaScript code can be used as a clickTAG value assigned to the banner:

```

<script>
var banner = document.getElementById('banner');
clickTAGvalue = dhtml.getVar('clickTAG', 'http://www.example.com'); //banner will
receive clickTAG value - if not defined, banner will land to example.com
landingpagetarget = dhtml.getVar('landingPageTarget', '_blank'); //landingPageTarget
variable enables to change target from Adform system.

banner.onclick = function() {
  window.open(clickTAGvalue,landingpagetarget); //when banner is clicked it will open
new window directing to clickTAG value
}
</script>

```

Floating Banner asset

- Manifest.json file should define the ad dimensions and the HTML file which is used as a banner source

```

{
  "version": "1.0",
  "title": "Floating Video 640x360",
  "description": "",
  "width": 640,
  "height": 360,
  "events": {
    "enabled": 0,
    "list": {
    }
  },
  "clicktags": {
    "clickTAG": "http:\\\\www.adform.com"
  }
}

```

```
    },  
    "source": "Floating_Video_640x360.html"  
  }  
}
```

- HTML file should include Adform HTML library which enables the banner to receive a clickTAG variable:

```
<script src="https://s1.adform.net/banners/scripts/rmb/Adform.DHTML.js"></script>
```

- The following JavaScript code can be used as a clickTAG value assigned to the banner:

```
<script>  
var banner = document.getElementById('banner');  
clickTAGvalue = dhtml.getVar('clickTAG', 'http://www.example.com'); //banner will  
receive clickTAG value - if not defined, banner will land to example.com  
landingpagetarget = dhtml.getVar('landingPageTarget', '_blank'); //landingPageTarget  
variable enables to change target from Adform system.  
  
banner.onclick = function() {  
    window.open(clickTAGvalue,landingpagetarget); //when banner is clicked it will open  
new window directing to clickTAG value  
}  
</script>
```

Specs

- Clear call to action: “e.g. roll-over to see more”/“click to see more”.
- “Close”, “Full screen” buttons is required.
- Clicking on the floating part navigates to a new landing page.

Audio

- Starts automatically in floating stage.
- Audio mute button required.
- Maximum volume levels must be reasonable and user friendly.
- Channels: Stereo.

Video

- Host-initiated video can be used in any portion of 640x250 experience.
- Video duration: 30 seconds max. Replay allowed with user-initiation.
- Stop and Play button controls required.

Additional Information

In order to deliver HTML5 banners fully compliant with the specs, follow the instructions on *Producing Standard HTML5 banners* in Adform Test and Support Center:

<http://creative.adform.com/support/documentation/build-html5-banners/html5-banner-formats/standard-html-ad/>

Other

For any questions please contact traffic@adform.com