

Adform – HTML5 Megalight Fullscreen



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HTML5 Megalight Fullscreen

The format consists of an HTML asset.

User Experience

A user opens the webpage and a full screen floating stage appears. The floating stage enables the user to browse through the available gallery and can offer additional rich media experience. On the left side of the ad stage, screenshot of the initial webpage is displayed. The user can either click on the screenshot or “Close” button to close the floating stage. The ad accommodates a link to the predefined landing page.

Creative assets

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

- Banner asset 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.

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": "Mega Light",
  "description": "",
  "width": "1",
  "height": "1",
  "events": {
    "enabled": 1,
    "list": {
      "1": "Till Aftonbladet.se",
```

```

                "2": "Till Visa.se"
            }
        },
        "clicktags": {
            "clickTAGvalue1": "http://www.adform.com",
            "clickTAGvalue2": "http://www.adform.com",
            "clickTAGvalue3": "http://www.adform.com",
            "clickTAGvalue4": "http://www.adform.com",
        },
        "source": "index.html"
    }
}

```

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

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

- Adform HTML library enables the banner to receive a clickTAG variable and activates the “Close” button:

```

<script>
var banner = document.getElementById('banner');

clickTAGvalue = dhtml.getVar('clickTAG', 'http://www.example.com');
landingpagetarget = dhtml.getVar('landingPageTarget', '_blank');

var closebutton = document.getElementById('closeImage');
var banner = document.getElementById('banner');

closebutton.onclick = function() {
close();
}

banner.onclick = function() {
window.open(clickTAGvalue,landingpagetarget);
}

function close() {
dhtml.external.close && dhtml.external.close();
}
</script>

```

Additional Information

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

<http://test.adform.com/testpage/banner-specifications/html5-banner/floating-html-ad/>

Other

For any questions please contact traffic@adform.com