

Adform – HTML5 Click to Float (300x250 > Fullscreen)



Table of Contents

HTML5 Click to Float (300x250 > Fullscreen)	2
User Experience	2
Creative assets	2
Banner asset	3
<i>Desktop</i>	3
<i>Tablet</i>	4
<i>Mobile MRAID</i>	6
Video component	7
Specs	8
<i>Animation</i>	8
<i>Audio</i>	8
<i>Video</i>	8
Additional Information	8
Other	9

HTML5 Click to Float (300x250 > Fullscreen)

The format consists of the following parts:

- Initial stage;
- Floating fullscreen stage;
- Video (optional).

Note: Template of this format include three different folders for HTML5 Click to Float desktop, tablet and mobile versions.

User Experience

A user opens the webpage and sees an initial ad stage with snow animation. On click, a fullscreen width floating stage appears and offers additional effects. With user interaction the snow effect is removed from the content and video is displayed. The “Close” button allows closing the floating stage anytime. Fullscreen stage can be called out as many times as the user clicks on the standard ad.

Creative assets

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

- Banner asset containing two folders for standard and floating stages;
- Each folder should contain manifest.json file and HTML file zipped together with images, scripts and other material;
- Optionally, if the creative includes a video, follow the [Video Component](#) guidelines.

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

Info: For more detailed information on delivering HTML asset, please refer to [HTML5 Assets](#) in Test and Support Center.

Banner asset

Desktop

Standard stage

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

```
{
  "version": "1.0",

  "title": "Adform Standard MPU banner; 300x250px; Version 1.0",
  "description": "Base part of synchronised banner",

  "width" : "300",
  "height": "250",

  "events": {
    "enabled": 1,
    "list": { }
  },

  "clicktags": {
    "clickTAG": "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>
```

- 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 stage

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

```
{
  "version": "1.0",

  "title": "Adform Floating banner; 1920x1080; Version 1.0",
  "description": "Desktop version",

  "width" : "1920",
  "height": "1080",

  "events": {
    "enabled": 1,
    "list": { }
  },

  "clicktags": {
    "clickTAG": "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>
```

- 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>
```

Tablet**Standard stage**

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

```
{
```

```

    "version": "1.0",

    "title": "Adform Standard MPU banner; 300x250px; Version 1.0",
    "description": "Base part of synchronised banner",

    "width" : "300",
    "height": "250",

    "events": {
        "enabled": 1,
        "list": { }
    },

    "clicktags": {
        "clickTAG": "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>
```

- 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 stage

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

```

{
    "version": "1.0",

    "title": "Adform Tablet Floating banner; 1920x1080; Version 1.0",
    "description": "Tablet version",

    "width" : "1920",
    "height": "1080",

    "events": {
        "enabled": 1,

```

```

    "list": { }
  },

  "clicktags": {
    "clickTAG": "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>
```

- 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>

```

Mobile MRAID

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

```

{
  "version": "1.0",
  "title": "MRAID Mobile - Click to float",
  "description": "",
  "width": "320",
  "height": "50",
  "clicktags": {
    "clickTAG": "http:\\\\www.adform.com/",
    "clickTAG2": "http:\\\\www.adform.com/"
  },
  "source": "index.html"
}

```

- clickTAG on the expanded part required.
- “Close” button required. You can use MRAID default close button.
- You should include the MRAID library in the banner <head> section:

```
<script src="mraid.js"></script>
```

- Adform library enables the banner to receive a clickTAG variable:

```
<script>

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

banner.onclick = function() {

mraid.open("");

</script>
```

Video component

VideoPlayer JavaScript component is designed to help users easily create HTML video player. To start with Video component, it has to be loaded to the needed document.

```
<script>
var preloadQueue = [
    'VideoPlayer',
    'VideoStats' // if you are using your player instead of Adform's
];

document.write('<script src="' + (window.API_URL ||
'http://s1.adform.net/banners/scripts/rmb/Adform.DHTML.js?bv='+ Math.random())
+'"></script>');
</script>
```

In order to use Adform components for HTML, it is necessary to:

- define global preloadQueue array, where you push all the wanted components to preload before script execution;
- load [Adform.DHTML.js](#)

This can be done by inserting such code snippet to your document:

```
<script>
var preloadQueue = [
    'Products',
    'VideoPlayer',
    'VideoStats',
    'SingleExpanding'
];

document.write('<script src="' + (window.API_URL ||
'http://s1.adform.net/banners/scripts/rmb/Adform.DHTML.js?bv='+ Math.random())
+'"></script>');
</script>
```

Video Player component can be simply created with default controls and styles provided by Adform. The player will be fully compatible with Adform system, including all the stats (events) and configuration.

Note: Please refer to the [Video Player component](#) for more detailed information on component setup and behaviour.

Specs

- For Mobile version, MRAID specifications available in the [MRAID Documentation](#).
- Landing page opens in a new window.

Animation

- Limited to 15 seconds.

Audio

- Available on user initiation only (click). Off by default.
- Audio mute button or volume control required.

Video

- Video duration: 30 sec.
- Stop/Pause and Play button controls required.
- Weight up to 2.2 MB.

Additional Information

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

<http://creative.adform.com/support/>

Other

For any questions please contact traffic@adform.com