

Adform – HTML5 Double Expanding Billboard (970x50 > 970x250 > 970x575)



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HTML5 Double Expanding Billboard (970x50 > 970x250 > 970x575)

The format consists of the following parts:

- HTML asset;
- Video.

User Experience

A user opens the webpage and sees a 970x250 HTML stage in the placement with the website content pushed down. There are two action buttons located in the top right corner of the stage. On “expand” action button click, the ad expands to a 970x575 stage. On “collapse” action button click, the ad collapses to a 970x50 standard stage. 970x250 and 970x575 stages contain video. 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;
- For video file specifications, follow the submission guidelines below.

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": "Main asset",  
  "description": "",
```

```

"width": 970,
"height": 250,
"events": {
  "enabled": 0,
  "list": {
  }
},
"clicktags": {
  "clickTAG": "http://www.adform.com",
  "videoClickTag": "http://www.adform.com"
},
"source": "Double_expanding_billboard_970x50_970x250.html"
}

```

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

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

- Single Expanding javascript component helps to easily create animated single file expanding banner. In order to use SingleExpanding component, add component script to the HTML asset and initialize component by calling SingleExpanding.init() method. To destroy single expanding component SingleExpanding.destroy() method should be used.

```

<script>
var preloadQueue = [ 'SingleExpanding' ];

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

```

Info: For more information about Single File expanding component please refer to this [link](#).

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

Audio

- User-initiated. Off by default.

Video

- Available on user initiation only (click).
- Video duration: 30 seconds max. Replay allowed with user initiation.

Additional Information

In order to deliver HTML5 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