Adform – HTML5 Billboard Lightbox (980x45 > 800x600)

on (release) {
getURL(_root.clickTAG, "_blank");

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The format consists of the following parts:

- HTML asset;
- Video.

User Experience

A user opens the webpage and sees a top-locked floating "Expand" button. On click, an 800x600 floating stage displaying video appears. The floating stage closes once the video is over. Alternatively, the user can close the ad on "Close" button click. The floating stage can be called out as many times as the user clicks the "Expand" button.

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, 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": "floating floating lightbox",
    "description": "",

    "width" : "1",
    "height": "1",
```

```
    "events": {
        "enabled": 1,
        "list": {
            "1":"banner expand",
            "2":"banner close"
            }
    },

    "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://s1.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>
```

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

- Starts automatically with the video.
- Codec: MP3 or AAC.
- Sampling Rate: 44.1 kHz.
- Channels: Stereo.

Video

- Host-initiated on floating stage.
- 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 *Producing Standard 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