

Adform – HTML5 Skype Standard Video Ad (300x250)



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HTML5 Skype Standard Video Ad (300x250)

The format consists of the following parts:

- HTML asset;
- Video.

User Experience

A user opens Skype and sees the 300x250 standard HTML ad in the placement. The ad can offer additional video or other rich media experience. It 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, 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": "Standard mobile video HTML Ad 300x250",
  "description": "Adform Standard banner; 300x250; Version 1.0",
  "width" : "300",
  "height": "250",
```

```

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

    "clicktags": {
      "clickTAG": "http://www.adform.com"
    },

    "source": "Standard_Mobile_Video_300x250.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>
```

- 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>

```

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

- Available on user initiation only (roll over with 3 seconds time counter or 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 *Producing Standard HTML5 banners* in Adform Test and Support Center:

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

Other

For any questions please contact traffic@adform.com