

# Adform – HTML5 Fullscreen intro Ad



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# HTML5 Fullscreen intro Ad

The format consists of the following parts:

- HTML5 stage;
- Video.

## User Experience

A user opens the webpage or an application and immediately sees a full screen Ad. Close button is added automatically in top-right corner. If there is a need to restyle the button 'useCustomClose' property has to be used. 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, follow the submission guidelines below.

**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

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

```
{
  "version": "1.0",
  "title": "DMAX Fullscreen Ad",
  "description": "",
  "width": "1",
```

```

    "height": "1",

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

    "clicktags": {
        "clickTAG_Dmax": "http://www.adform.com",
        "clickTAG_Dplay": "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="https://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>

```

## Specs

- “Close” button required.
- Clicking on the ad navigates to a landing page URL in a new window.

### Audio

- Available on user initiation only (click). Off by default.
- Audio mute button control required.
- All audio must be muted or paused on click-through.

## 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/>

The format requires two additional scripts to be loaded before the tag. In order to do that, navigate to the “Tags” section in the Adform system. Select the needed tag and click the “JavaScriptURLS” button. Paste in the following script URL and tick the “Load before banner” check-box.

Custom Script URL:

<http://s1.adform.net/banners/scripts/extensions/iframeClimber.js?bn=%%ADFTAGID%%;>

[http://s1.adform.net/Banners/Elements/Files/32562/513804/dmax\\_iframe\\_video.js?bn=%%ADFTAGID%%](http://s1.adform.net/Banners/Elements/Files/32562/513804/dmax_iframe_video.js?bn=%%ADFTAGID%%)

## Other

For any questions please contact [traffic@adform.com](mailto:traffic@adform.com)