

Adform – HTML5 Static Login Skin (1440x1024)



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HTML5 Static Login Skin (1440x1024)

The format consists of the following parts:

- 1440 (w) x 1024 (s) standard ad HTML5 asset;
- 1440 (w) x 1024 (s) Image.

User Experience

A user opens the webpage and sees the 1440x1024 Ad and the area for logging into users account. 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,

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": "HTML5_Static_Login_Skin_1440x1024",
  "description": "Adform Standard banner; 300x250; Version 1.0",
  "width": 1440,
  "height": 1024,
  "events": {
    "enabled": 0,
    "list": {
    }
  },
  "clicktags": {
    "clickTAG": "http:\\\\www.adform.com"
  }
}
```

```
    },  
    "source": "Static_Login_Skin_1440x1024.html"  
  }  
}
```

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

```
<script src="https://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>
```

Specs

- Ad must be secure and SSL compliant.

Wallpaper

- Supported file types - JPG.
- Jpeg picture size – 1440x1024.
- Image file size - max 100 KB.
- Landing page URL opens in a new window.
- CTA, logo and relevant text must be designed into the wallpaper image and stay within the designated 600x450 max section. The entire wallpaper image can be clickable. Buttons can be included within the 600x450 area to click through to the advertiser's landing page.
- A solid background color can be programmed onto the page and may show for users on large monitors and screen resolutions. This solid background color can also be used to save on file size. Advertiser can provide the hex code for the selected color; white or black will be used as a default.
- Wallpaper must be optimized for 1024x768 screen resolution.
- The safe area is dependent on the user's screen resolution which varies per device and user settings. Key elements should be placed in the 600x450 area to ensure they are visible on lower screen resolutions.

More specs: <https://uk.adspecs.yahoo.com/adformats/richmedia/staticlogin/>

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 an additional script 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 Sript URL:

<https://s1.adform.net/banners/scripts/extensions/styler.js?id1=adform-adnotice;indx1=0;append1=1;style1=top%3A%2030px%20!important%3B%20left%3A%20807px%20!important%3B>

Other

For any questions please contact traffic@adform.com