Adform – HTML5 Open Door to back (300x250 > 980x120)

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

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The format consists of the following parts:
- Initial 300 (w) x 250 (h) stage;
- Initial 980 (w) x 120 (h) stage;
- Floating 1 (w) x 1 (h) stage with additional tabs;
- Wallpaper 1920 (w) x 1080 (h) (optional);
- Video (optional).

User Experience

A user opens the webpage and sees the 300x250 banner and 980x120 top banner in the placement. On click on a top banner, a floating stage appears and enables the user to browse among sections, select videos or navigate through other rich media content. The banners accommodate a link to the predefined landing page. The ad maintains this size until the "Close" button top-right click. The ad expands as many times as the user clicks the 300x250 or 980x120 banners.

Creative assets

The following items are to be delivered by a creative agency:

- Standard banner asset containing manifest.json file and HTML file zipped together with images, scripts and other material.
- Standard Leaderboard banner asset containing manifest.json file and HTML file zipped together with images, scripts and other material.
- Floating 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.

Standard 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 HTML Ad 300x250",
    "description": "Adform Standard banner; 300x250; Version 1.0",

    "width" : "300",
    "height": "250",

    "events": {
        "enabled": 0
    },

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

    "source": "Standard_300x250.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');
landingpagetarget = dhtml.getVar('landingPageTarget', '_blank');

var closebutton = document.getElementById('closeImage');
var banner = document.getElementById('banner');

</script>
```

Standard Leaderboard 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 HTML Ad 300x250",
    "description": "Adform Standard banner; 300x250; Version 1.0",
    "width": 980,
    "height": 120,
    "events": {
        "enabled": 0,
        "list": {
        }
    },
    "clicktags": {
        "clickTAG": "http:\/\/www.adform.com"
    },
    "source": "Standard_300x250.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');
landingpagetarget = dhtml.getVar('landingPageTarget', '_blank');

var closebutton = document.getElementById('closeImage');
var banner = document.getElementById('banner');

</script>
```

Floating 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": "Adform HTML5 Open Door Takeover",
    "description": "Adform HTML5 Open Door Takeover Floating part",
    "width": 1,
    "height": 1,
    "events": {
        "enabled": 0,
        "list": {
        }
    },
    "clicktags": {
        "clickTAG": "http:\/\/www.adform.com",
        "clickTAG1": "http:\/\/www.adform.com",
        "clickTAG2": "http:\/\/www.adform.com",
        "clickTAG3": "http:\/\/www.adform.com",
        "clickTAG4": "http:\/\/www.adform.com",
        "clickTAG5": "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');
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>
```

Specs

Audio

- Available on user initiation only (click). Off by default.
- Audio mute button or volume control required.

Video

- Available on user initiation only.
- Video duration: 30 seconds max. Replay allowed with user initiation.
- Stop/Pause/Play and Full screen buttons controls required.
- "Close button" in top-right corner is required.

Additional Information

In order to deliver HTML5 banners fully compliant with the specs, follow the instructions on *Producing 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