

# Adform – Skype Click to Fullscreen (640x170 > Fullscreen)



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# Skype Click to Fullscreen (640x170 > Fullscreen)

The format consists of the following parts:

- Initial 640 (w) x 170 (h) stage;
- 100% browser screen stage;
- Video (optional).

## User Experience

### Initial Stage

A user opens Skype and sees the 640x170 banner in the placement. On click, the ad unit is displayed in full screen mode.

### Expanded Stage

The full screen mode accommodates a link to the predefined landing page. It can be closed by clicking the “Close” button. The full screen can be called out as many times as the user clicks the 640x170 banner.

## Creative assets

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

- Initial 640 (w) x 170 (h) swf file;
- 640 (w) x 170 (h) backup image file;
- Optionally, if the creative includes video, follow the submission guidelines below.

## Specs

- Click to full screen, “Close” button to collapse.
- Clicking on the full screen mode 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.

## Video

- Max video duration: 30 sec. Replay allowed with user initiation.
- Play/Pause and Mute/Unmute button controls required.
- Max weight: 2.2 MB.

# Adform Creative Toolkit

It is highly recommended to use Adform Creative Toolkit extension for Flash to deliver banners fully compliant with the specs. Download the latest version of Adform Creative Toolkit here: <http://test.adform.com/testpage/>

The Creative Toolkit auto-implements the required ActionScript commands on the flash files. Once exported, the assets are ready to be uploaded to the Adform system.

Alternatively, if you prefer to create the ads without the Creative Toolkit, follow the instructions on Adform Test and Support Center: <http://test.adform.com/testpage/banner-specifications/>

## Other

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