Adform – HTML5 IAB Pushdown (980x120 > 980x400)

MAKING DISPLAY ADVERTISING SIMPLE, RELEVANT, REWARDING

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The format consists of the following parts:

- HTML asset;
- Video (optional);
- Wallpaper.

User Experience

Initial Stage

A user opens the webpage and sees wallpaper and a collapsed 980x120 HTML ad in the placement. On click, the ad expands to 980x400 and pushes the webpage's content down.

Expanded Stage

The expanded banner can offer video and other rich media experience. The expanded part accommodates a link to the predefined landing page. The ad maintains this size until the "Close" button is clicked.

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;
- Optionally, if the creative includes 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": "Pushdown_980x120_980x400_V1",
    "description": "Adform - Mobile Pushdown; 980x120 / 980x400; Version 1.0",

    "width" : "980",
    "height": "400",

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

    "clicktags": {
        "clickTAG": "http://www.adform.com",
        "clickTAG1": "http://www.adform.com"
    },

    "source": "Pushdown_980x120_980x400_V1.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>
```

- Single Expanding javascript component helps to easily create animated single file expanding banner. In order to use SingleExpanding component, add component script to the HTML asset and initialize component by calling SingleExpanding.init() method. To destroy single expanding component SingleExpanding.destroy() method should be used.

```
<script>
var preloadQueue = [ 'SingleExpanding' ];

document.write('<script src="'+ (window.API_URL ||
'http://s1.adform.net/banners/scripts/rmb/Adform.DHTML.js?bv='+ Math.random())
+'"><\/script>');
</script>
```

> **Info:** For more information about Single File expanding component please refer to this link.

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 (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 HTML5 banners* in Adform Test and Support Center:

http://creative.adform.com/support/documentation/build-html5-banners/html5-banner-formats/single-file-expanding-ad/

Other

For any questions please contact traffic@adform.com