

Adform – Mobile Click to Fullscreen (300x250)



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Mobile Click to Fullscreen (300x250)

The format consists of the following parts:

- 300 (w) x 250 (h) standard stage HTML asset;
- Full Page Flex stage HTML asset;
- Video (optional).

User Experience

A user opens the webpage and sees a 300x250 standard HTML ad. On touch, a full screen stage appears containing background and foreground (content) stages. The creative content is always fully visible and the background covers the rest of the visible area. The ad can offer additional sight, sound, motion, and interaction capabilities. It is designed to responsively fit across mobile devices and take full advantage of the entire available screen. The ad can be closed anytime on swipe down function. The creative content stage accommodates a link to the predefined landing page.

Creative assets

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

- Banner asset for 300 (w) x 250 (h) standard stage containing manifest.json file and HTML file zipped together with images, scripts and other material;
- Banner asset for full page stage containing manifest.json file and HTML file zipped together with images, scripts and other material;
- Optionally, if the creative includes a video, follow the [Video Player Component](#) guidelines.

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 assets, please refer to [HTML5 Assets](#) in Test and Support Center.

Banner asset

Standard stage

- 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": "",

  "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="http://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>
```

Full Page Flex stage

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

```
{
  "version": "1.0",

  "title": "IAB Mobile Full Page Flex",
  "description": "The IAB Mobile Full Page Flex Ad Unit is a full screen ad experience with sight, sound, motion, and interaction capabilities; designed to responsively fit across mobile devices; with consistent behaviors that keep the viewer firmly in control.",

  "width" : "480 ",
  "height": "800",

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

    }
  },

  "clicktags": {
    "clickTAG": "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="http://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>
```

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.

Design formats

The content and the background of Full Page Flex format is adjusted to the screen resolution. There are 4 default IAB Input Design formats for different resolutions.

IAB Input Design	Creative Content (px)	Creative Background (px)
ID1	320x320	480x480
ID2	480x480	800x800
ID3	600x600	1024x1024
ID4	768x768	1280x1280

The creative content is always fully visible and the background covers the rest of the visible area. In case the resolution of the device is none of the predefined 4 design sizes, the next higher resolution asset is picked and scaled down to the appropriate size. If the resolution is bigger than the biggest predefined design, the asset is scaled up.

Specs

- Max Initial Download File Size: 40 kb (phone), 60 kb (tablet).
- Max Weight Secondary (Polite) Download: 100 kb (phone), 150 kb (tablet).
- Frame rate: 24 fps.
- Landing page opens in a new window.
- Ad unit content must be clearly distinguishable from normal webpage content.

Animation

- Limited to 15 seconds.
- No looping.

Audio

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

Video

- Video duration: 30 sec.
- Stop/Pause and Play button controls required.
- Weight up to 2.2 MB.

Additional Information

In order to deliver banners fully compliant with the specs, follow the instructions on *IAB Mobile Rising Star* in Adform Test and Support Center:

- <http://test.adform.com/testpage/banner-specifications/html5-banner/standard-html-ad/>
- <http://test.adform.com/testpage/banner-specifications/iab-mobile-rising-star/iab-mobile-full-page-flex/>

For IAB specifications please refer to the following link: http://www.iab.net/media/file/IAB-mobile_full_page_flex_style_guide_and_tech_specs.pdf

Other

For any questions please contact traffic@adform.com