

Adform – Mobile Expand To Gyro Shake (300x75 > 300x250)



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Mobile Expand To Gyro Shake (300x75 > 300x250)

The format consists of the following parts:

- HTML asset;
- Images;

User Experience

The format consists of 300x75 collapsed part which upon shake expands to 300x250 banner which can contain video or animated gif. Both collapsed part and the expanded part contain a link to a 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;
- 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": "Mobile_Gyroscope_Shake_300x250_V1",  
  "description": "",  
  "width" : "300",
```

```
"height": "250",  
  
"events": {  
  "enabled": 1,  
  "list": { }  
},  
  
"clicktags": {  
  "clickTAG": "http://www.adform.com"  
},  
  
"source": "Mobile_Gyroscope_Shake_300x250_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](#).

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/single-expanding-component/>

Other

For any questions please contact traffic@adform.com