

Technical Specifications for Preparing Creatives

Cube3D

- Description
 - Allowed formats
 - Mobile devices
- Behavior
- Parameters

Description

Allowed formats

- HTML5
- SWF
- Image
- Video
 - MP4/OGG/Webm
 - Flv

Mobile devices

- Mobile web browsers
- Mobile web applications

Behavior

In this ad format a three-dimensional cube consisting of four sides is displayed.

Parameters

Name	Description
Width:*	The width of the creative in px or %
Height:*	The height of the creative in px or %
HTML5 left	The HTML5 file of the left surface
Image left	The image of the left surface
HTML5 right	The HTML5 file of the right surface
Image right	The image of the right surface
HTML5 front	The HTML5 file of the front surface
Image front	The image of the front surface
HTML5 back	The HTML5 file of the back surface
Image back	The image of the back surface
Rotation duration*	The rotation time (in milliseconds)
Rotation delay*	The delay of the first rotation (in milliseconds)
Rotation interval*	The time interval between rotations (in milliseconds)
Rotation direction	The direction of rotation
Rotation axis	The autorotation axis

Manual rotate	Disables autorotation and the cube remains at the angle to which it was manually rotated
Responsive	The dimensions adjust to the width of the viewport
Fit into container	Adjusts the dimensions of the creative so that it fits in the container element during rotation
Toplayer	Display as a toplayer (floating layer)
Z-Index(toplayer)*	The position in the Z-axis (in the toplayer mode)
Time to Close (sec) (toplayer)*	The time after which the ad automatically closes (in seconds; only in the toplayer mode)
Delay of showing the ad (sec) (toplayer)*	The time between the loading of the ad and displaying it on the page (in the toplayer mode)
Align center	The horizontal centering
Z-Index	The position in the Z-axis (not in the toplayer mode)
Clicktag overlay	Adds an overlay over HTML5 creatives, after clicking on which the target page URL address is opened in a separate browser tab
Redirection Variable (left):*	The variable passed to the HTML5 creative containing the clickTag URL (left side)
Redirection Variable (right):*	The variable passed to the HTML5 creative containing the clickTag URL (right side)
Redirection Variable (front):*	The variable passed to the HTML5 creative containing the clickTag URL (front)
Redirection Variable (back):*	The variable passed to the HTML5 creative containing the clickTag URL (back)
Cross width*	The width of the close button
Cross height*	The height of the close button
Cross image	The image of the close button
Extra JS Code	Additional JS code
Extra HTML Code	Additional HTML code executed when the ad creative is fully loaded

* - required parameter