

Technical Specifications for Preparing Creatives

Expandable banner

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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 banner is displayed that disappears upon clicking and in its place a new one with expanded animation is displayed.

Parameters

Name	Description
Width *	The width of the creative
Height *	The height of the creative before it is expanded
Responsive	True/false value; it affects the behavior of the creative when resizing the window (see table below)
Banner	
Image	The image displayed before clicking (its dimensions correspond to the values of width and height)
HTML5	The HTML5 creative displayed before clicking (does not support clickTag, which means that upon clicking the banner is expanded without passing the event to the frame)
Expanded banner	
Image	The image displayed after the banner is clicked
HTML5	The HTML5 creative displayed after the banner is clicked
Height *	The height of the creative after it is expanded (values in pixels are only allowed).
Other	

Close button size	The size of the close button in pixels (the same value is used as the height and width if the standard version is displayed, and in the case of an image, it is the width and the height is calculated from the image dimensions)
Close button image	The close button image
Extra JS Code	Additional JS code
Extra HTML Code	Additional HTML code executed when the ad creative is fully loaded

* - required parameter

The value of height and width parameters vs behavior (responsiveness)

Height	Width	Behavior
px	px	Fixed dimensions*
px	%	Fixed height, width set in %
%	%	Not supported
- empty -	px	Not supported
- empty -	%	Not supported
- empty -	- empty -	Not supported

*

If the Responsive parameter is set, the dimensions are scaled down, that is if the creative does not fit within the viewport, it is scaled down.