

# Technical Specifications for Preparing Creatives

# Flipside

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## Description

### Main supported formats

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

### Mobile devices

- Mobile web browsers
- Mobile web applications

## Behavior

First, the banner is displayed in the place where the script has been pasted. Then, the video is displayed behind the element defined in the Target element id parameter.

## Parameters

Name	Description
Banner	
Banner width	The width of the banner [in px or %].
Banner height	The height of the banner [in px or %].
Responsive	If the above values are given in pixels and this option is selected, banner height and banner width will be treated as maximum values, which means that if the container element will have a smaller width, then the banner will have the width of the container element.
Align	The horizontal position of the banner (left, middle, right).
HTML5	The banner HTML5 file.
Image	The banner image.
Flipside	
Target element id	The ID of the collapsing element behind which the video is displayed.
Padding	The video behind the target element will occupy the space reduced by the value of this parameter.
Rotate delay	The delay in rotation after the element enters the viewport.

Video sources	The video sources.
Video parameters	
Native video width	The native width of the video in px (for full HD it is 1980px).
Native video height	The native height of the video in px (for full HD it is 1080px).
Video poster	The image displayed prior to video playback.
Video sound	The video sound. Apart from "on" and "off" options, on PCs it is also possible to set a value that will enable the sound automatically when the mouse cursor is positioned over the ad.
Controls	The video controls.
Seeking	The skip video option (when set to "false ", the progress bar is not displayed).
Flipside background	
Background image	The background image.
Background color	The color of the background.
Background image size	The background-size CSS property value.
Background repeat	The background-repeat CSS property value.
Background image position	The background-image position CSS property value.
Close button	
Display	The value that determines whether there is a close button.
Close size	The size of the close button.
Close image	The close button image.
Other	
Extra JavaScript Code	Additional JS code executed when the ad creative is fully loaded.
Extra HTML Code	Additional HTML code executed when the ad creative is fully loaded.

\* - required parameter