

Technical Specifications for Preparing Creatives

Interscroller

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Description

This ad format will display ad in the form of break on the web page.

Main supported formats

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

Mobile devices

- Mobile web browsers
- Mobile web applications

Parameters

Name	Description
General parameters	
Display mode	User can chose one of two options: <ul style="list-style-type: none"> ▪ Interscroller - in this mode ad will have width equal to the viewport. Hight will be set by "Height [% of viewport]" parameter. This mode don't support pages with horizontal scroll. ▪ Billboard - in this mode ads will be displayed as standard Billboard. Dimensions are set by width, height and responsive parameters in "Billboard mode" group - this mode don't support pages with horizontal scroll.
Display bars	If checked, ad will be embedded in display bars.
Top bar text	Text which will be displayed on the upper beam, default text: "Advertisement".
Bottom bar text	Text which will be displayed on the bottom beam, default text: "Scroll to continue with content".
Interscroller mode - parameters for "interscroller" display mode.	
Height [% of viewport]	Height of ad with both beam (additional 44px). Default value: 100 - which is equal 100% height of viewport. Values without units are treated as percentages.
Billboard mode - parameters for "billboard" display mode.	

Width	Width of creative in pixels (default, when units are not set) or other allowed by CSS: cm, mm, in, px, pt, pc, em, ex, ch, rem, vw, vh, vmin, vmax, % (name of unit should be added directly after the value).
Height	Height of creative in pixels (default, when units are not set) or other allowed by CSS: cm, mm, in, px, pt, pc, em, ex, ch, rem, vw, vh, vmin, vmax, % (name of unit should be added directly after the value).
Responsive	If checked and values of width and height are set in pixels standard responsive will be enabled (If width of creative exceeds width of container with ad, the creative will adopt the width of the container, height is properly scaled).
Parallax layer - the lowest layer, displayed as suspended, i.e. it does not scroll with the container but is cut by it	
HTML5 file	File HTML5 with ad.
Clicktag overlay	If checked, layer will be set over the HTML5 creative. After click a target page will be open in a new tab. Click will not execute "click" inside creative.
Image	File with image.
Image size	Dimensions of displayed ad (dimensions of viewport are references), you can chose: <ul style="list-style-type: none"> ▪ Cover ▪ Contain ▪ Native sizes (auto auto) ▪ Scale to width (100% auto) ▪ Scale to height (auto 100%)
Custom image size	If dimensions from the list are not enough you can set your own dimensions (will overwrite settings from "Image size" parameters). Values will be the same as background-size of CSS. Dimensions can be set as: width height, width or use one of keyword: contain, cover, auto. When dimensions will be set as pixels you should add "px" shortcut after values, eg.: 500px 250px, percentage values should be use in the same way with sign"%": "100% 100%". Set only width value will set only this dimension, height will be properly scaled.
Image position	Position where ad should be displayed (dimensions of viewport are references), you can chose: <ul style="list-style-type: none"> ▪ left top ▪ top center ▪ right top ▪ left center ▪ center ▪ right center ▪ left bottom ▪ bottom center ▪ bottom right

Custom image position	If position from the list are not enough you can set your own positions (will overwrite settings from "Image position"). Values will be the same as background-size of CSS. Position can be set as two values signifying in order horizontal and vertical. When positions will be set as pixels, percents or as one of keyword: left, center, right, top, bottom. Eg.: center center, 100px 200px, 5% 20px etc.
Image repeat	Define is image should be repeat inside of viewport. You can chose: <ul style="list-style-type: none"> ▪ repeat ▪ repeat-x ▪ repeat-y ▪ space ▪ round ▪ no-repeat
HTML code	HTML code displayed inside FiF (the same dimensions as viewport).
Background color	Background color of layer - default "black"
Static layer - moving along with a container with dimensions that are a fraction of the dimensions of the creative.	
HTML5 file / Clicktag overlay / Image Image size / Custom image size / Image position / Custom image position / Image repeat / HTML code Background color	This parameters are working in the same way as parameters from "Parallax layer" group. In expectation of references to the viewport, which in this case should be used as references to creative dimensions.
Offset from the top/right/bottom/left	Space from upper/right/bottom/left edge in pixels (default, when units are not set) or other allowed by CSS" cm, mm, in, px, pt, pc, em, ex, ch, rem, vw, vh, vmin, vmax, % (name of unit should be added directly after the value).
Overlay layer [noninteractive] - top layer, noninteractive layer - user can't make any action on this layer. It's mainly used to add graphics effect, eg. falling snow.	
HTML5 file / Image Image size / Custom image size / Image position / Custom image position / Image repeat / HTML code Background color	This parameters are working in the same way as parameters from "Parallax layer" group. User should chose viewport or creative as a reference point. Choice depends from value set in display mode parameter.
Display mode	Specifies if layer should be displayed as "fixed" which will be not scrolled with page content or as "static" which will be scrolled with page content.
Close button	
Display	Specifies whether or not the close button is to be displayed.
Position	Position on closing button: <ul style="list-style-type: none"> ▪ auto - depends from available layer button will be displayed on Static, Parallax, Overlay layer. ▪ static - inside ad container
Size	The size of the close button [px].

Image	The image of the close button (optional)
Other	
Snap assist	When creative after page scroll will be displayed less than 0.4 *viewportHeight to the optimal position (center of creative is the same as center point of viewport) page will be automatically scaled to the optimal position.
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

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