

# Technical Specifications for Preparing Creatives

# Mobile pull

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## Description

### Allowed formats

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

### Mobile devices

- Mobile web browsers
- Mobile web applications

## Behavior

Displays the banner that can be grabbed and pulled vertically to reveal its content.

## Parameters

Name	Description
<b>Fixed banner</b>	
Position	The position of the pulled banner (top/right/bottom/left)
Align	The alignment of the banner. Position top/bottom means horizontal alignment (left/center/right), whereas position left/right means vertical alignment. (top/center/bottom)
Width*	The width of the banner [px/%]
Height*	The height of the creative ad before it is expanded [px/%]
Responsive	Enables/disables standard responsiveness
HTML5	The banner HTML5 file
Image	The banner image
Background color*	The color of the banner background
<b>Fullscreen banner - (Pulled content)</b>	
HTML5	The banner HTML5 file
Image	The banner image
Background color*	The color of the background. Allowed values are the same as for the background-color CSS property
<b>Hide button - (Close button)</b>	

Text	The text displayed on the hide button
Size	The size of the hide button [px]
Color	The color of the hide button
Border color	The color of the button border
Other parameters	
Full animation duration*	The duration of the full animation [s]
Extra JS Code	Additional JS code
Extra HTML Code	Additional HTML code executed when the ad creative is fully loaded

\* - required parameter