

# Technical Specifications for Preparing Creatives

# Parallax

- Main supported formats
- Mobile devices

Behavior

Parameters

## Main supported formats

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

## Mobile devices

- Mobile web browsers
- Mobile web applications

## Behavior

This is an ad format with parallax effect. While scrolling down the page, the images in the foreground move at a different speed (a little slower) than the background content (other page elements). This attracts the user's attention and encourages him to scroll down the page.

## Parameters

Name	Description
Width of view area*	The width of the creative in px or %
Height of view area*	The height of the creative in px or %
Responsive	Enables standard responsiveness
Element width	The width of the revealed element in pixels; if only an image is uploaded, the value is optional (if it is not specified, the native width of the uploaded image will be used); for HTML files this field is mandatory; the value of this field and of the field below is used only to calculate the aspect ratio of the element, that is the uploaded element always takes up 100% of the width of the creative and its height is calculated based on the calculated aspect ratio.
Element height	The height of the revealed element in pixels; if only an image is uploaded, the value is optional (if it is not specified, the native height of the uploaded image will be used); for HTML files this field is mandatory
HTML5	The HTML5 creative file
Image	The ad creative image
Z-index	Sets the z-index property of the creative (z-index determines the order of elements on the Z axis; elements with a higher z-index value cover elements with a lower z-index value)
Border shadow	Specifies whether or not the border shadow is to be displayed around the creative
Shadow radius	The size of shadow in pixels

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