

Sponsor

- Description
 - Basic supported formats
 - Mobile devices
- Behavior
- Parameters
 - Height/width parameter values vs. behavior (responsiveness)

Description

The Sponsor format for the AdOcean (AO) and GemiusDirectEffect (GDE) systems. It is a sponsorship banner fixed to the top of the page (position: fixed) that changes its state depending on the page scroll position and user interaction. It supports desktop and mobile versions, optional responsiveness (proportional scaling to the viewport width), expand/collapse buttons, and various state-transition animation modes.

Basic supported formats

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

Mobile devices

- ☒ browsers
- ☐ applications

Behavior

The banner is pinned to the top edge of the browser window (position: fixed, top: 0) and is displayed above the page content. It has four states: default, rolled-up, expanded, and hidden.

Desktop:

- After loading, the banner starts in the default state and shows the "Standard banner" graphic (with visible "Expand" button).
- While scrolling the page down, after crossing the "Roll-up offset" (changeToSmallYOffset) the banner transitions to the rolled-up state and shows the "Rolled-up banner" graphic with a smaller height.
- After crossing the "Hide offset" (hideYOffset) the banner becomes hidden (slid out beyond the top edge).
- Scrolling back up restores the states in reverse order, back to default state.
- After clicking "Expand" button, the banner transitions to the expanded state (expandedHeight) and shows the expanded graphic together with a "Collapse" button. Scrolling further below the hide offset hides the banner.

Mobile: two behavior modes are available (the "Mobile behavior mode" parameter):

- Scroll (1) — the banner starts large and rolls up / hides as the page is scrolled.
- Click-to-expand (2) — the banner starts in the rolled-up (small) state with "Expand" button visible, after clicking it, the banner transition to default states (expand/collapse) with with a "Collapse" button. After scrolling below the hide offset the banner hides.

Responsiveness: when the "Responsive" parameter is enabled, the banner scales proportionally to the viewport width relative to the design width (width). The optional "Scaling cutoff" (scalingCutoff) defines the page width below which the banner stops scaling and the graphic is cropped (object-fit: cover, left-aligned).

Animations: transitions between states can be instant or smooth (ease / fade / slide) depending on the "Animation mode" parameter. Buttons have an optional hover effect (opacity / scale / brighten / none).

Configuration: is done through the creative parameters described below. It is required to provide the dimensions (width, height, rolled-up height, expanded height) and three desktop graphics (standard, rolled-up, expanded). Mobile graphics and dimensions are optional - when not provided, the desktop values are inherited. The expand/collapse buttons can use their own

graphics or text buttons (with configurable text and background and text colors). The banner behavior is regulated by scroll offsets, animation mode, mobile behavior mode, optional scaling cutoff, and the z-index value.

Parameters

Name	Description
Banner configuration	
Width *	Banner width (px or %). For the desktop version it acts as the design width and the maximum banner width.
Height *	Banner height in the default state (px).
Rolled-up height *	Banner height in the rolled-up state (px).
Expanded height *	Banner height in the expanded state after clicking the "Expand" button (px).
Responsive	Enables proportional fitting of the banner to the viewport dimensions (checkbox).
Desktop assets	
Standard banner *	Banner graphic in the default state (png/gif/jpg/jpeg/webp).
Rolled-up banner *	Banner graphic in the rolled-up state.
Expanded banner *	Banner graphic in the expanded state. Its presence activates the expand/collapse buttons (desktop).
Mobile banner configuration	
Mobile width	Banner width in the mobile version (px). When empty, the desktop width is used.
Mobile height	Standard banner height in the mobile version (px).
Rolled-up height (mobile)	Rolled-up banner height in the mobile version (px).
Mobile behavior mode *	Scroll (1): the banner starts large and shrinks while scrolling. Click-to-expand (2): the banner starts small, expanded/collapsed with a button.
Mobile assets	
Standard mobile banner	Standard graphic for the mobile version. When empty, the desktop graphic is used.
Rolled-up mobile banner	Rolled-up graphic for the mobile version. When empty, the desktop graphic is used.
Action buttons	
Expand button image	"Expand" button graphic. When empty, a text button is used.
Collapse button image	"Collapse" button graphic. When empty, a text button is used.
Expand button text	Text displayed on the expand button (when no graphic is provided).
Collapse button text	Text displayed on the collapse button (when no graphic is provided).
Buttons styles	
Button background color	Background color of the text button (#hex / rgba / hsla / color name).

Button text color	Text color of the text button (#hex / rgba / hsla / color name).
Behavior	
Roll-up offset	Scroll position (px) at which the banner transitions to the rolled-up state. Default 300.
Hide offset	Scroll position (px) at which the banner becomes hidden. Default 800.
Scaling cutoff	Optional page width threshold (px) below which the banner stops scaling and the graphic is cropped.
Animation mode *	State transition style: Instant (1), Smooth (2), Fade in (3), Slide in (4). Default 2.
Button hover effect *	Button hover effect: Opacity (1), Scale (2), Brighten (3), None (4). Default 1.
Z-index	Banner z-index value (stacking layer over the page).
Other	
Extra JavaScript Code	Optional additional JS code executed in the context of the creative configuration.
Extra HTML Code	Optional additional HTML code.

* - required parameter

Height/width parameter values vs. behavior (responsiveness)

Note: height is always interpreted as a px value (it is also a required parameter). Width can be given in px or %. Proportional banner scaling is enabled by a separate "Responsive" parameter.

Height	Width	Behavior
px	px	Banner with a fixed height and a maximum width equal to the given value, horizontally centered. With responsiveness enabled, it scales proportionally to the design width.
px	%	Fixed height, width equal to the given percentage of the page width - the banner stretches with the viewport width.
%	%	Not supported - height must be given in px (a percentage height value will not be computed correctly).
- none -	px	Not allowed - height is a required parameter.
- none -	%	Not allowed - height is a required parameter.
- none -	- none -	Not allowed - height and width are required parameters.