

Technical Specifications for Preparing Creatives

Slash HTML5

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Description

Main supported formats

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

Mobile devices

- Mobile web browsers
- Mobile web applications

Behavior

After the image and HTML5 creative have been loaded, they are displayed in one container - one the left, the other on the right, and only their fragments are visible. The container is cut off by a line that is the dividing line between displayed elements. When moving the mouse cursor (on mobile devices it is finger movement), the dividing line moves to reveal one element while covering the other at the same time. It is possible to set whether or not the displayed video elements are to be looped and muted.

The color and width of the dividing line can be set in the template parameters.

Parameters

Name	Description
General parameters	
Width*	The width of the creative in px or %
Height*	The height of the creative in px or %
Responsive	If checked and the above dimensions are given in pixels, standard responsiveness will be enabled (if the width set exceeds the width of the container in which the ad is located, the creative assumes the width of the container and the height is scaled accordingly).
Slash parameters	
Angle*	The angle of inclination of the dividing line
Width*	The width of the dividing line
Color	The color of the dividing line
Left/Right element	
HTML5	The HTML5 creative file
Image	The image file

Layer	
Layer mode	Enables/disables the layer mode (displaying over the page content)
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)
Start delay	The time (in seconds) after which the creative is to be displayed
Auto close after	The time (in seconds) after which the creative is to be closed
Layer background	
Image	If this parameter (or the background color) is specified, an additional image layer is displayed behind the ad
Color	If this parameter (or the background image) is specified, an additional layer with a selected color is displayed behind the ad
Opacity	Sets the background opacity level. Allowed values range from 0 to 1, where 0 is total transparency and 1 is total opacity. For example, to achieve soft background transparency, set to 0.8
Image size	Dimensions of the background image. Takes the same values as the background-size CSS property. Dimensions can be expressed as "width-height ", "width", or a key word can be used: "contain", "cover" or "auto". It needs to be remembered that "px" or "%" should be appended after numbers, e.g.: "500px 250px", "100% 100%". If only one value is specified, the width of the image is set and the height is calculated automatically from the proportions
Image position	Position of the background image. Takes the same values as the background-position CSS property. Two values should be given to specify horizontal and vertical position. They can be in pixels, percentages, or a key word can be used: "left", "center", "right", "top", or "bottom". It needs to be remembered that "px" or "%" should be appended after numbers. Examples: "center center", "100px 200px", "5% 20px" etc
Image repeat	Specifies whether or not the background image should be repeated. Possible values: repeat (repeat on both axes), repeat-x (repeat on x horizontal axis), repeat-y (repeat on y vertical axis), no-repeat (do not repeat)
Layer close button	
Size	The size of the close button in pixels (the same value is used as the height and width if the standard version is displayed, and in the case of an image, it is the width and height is calculated from the image dimensions)
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 added to the page code

* - required parameter