

Adform – HTML5 MRAID Interstitial Ad



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MRAID Mobile Images Interstitial Ad

The format consists of the following parts:

- HTML asset;
- Images.

User Experience

A user opens the webpage or an application and immediately sees a 320x320 interstitial ad. Close button is added automatically in top-right corner. If there is a need to restyle the button 'useCustomClose' property has to be used.

Creative assets

The following items are to be delivered by a creative agency:

- Banner asset containing manifest.json file and HTML file zipped together with images, scripts and other material.

Note: manifest.json file and HTML file should be in the root directory of the .zip file.

Banner asset

- Manifest.json file should define the ad dimensions and the HTML file which is used as a banner source

```
{ {
  "version": "1.0",
  "title": "MRAID Interstitial With Logo",
  "description": "",
  "width": 1,
  "height": 1,
```

```
"events": {
  "enabled": 0,
  "list": {
  }
},
"clicktags": {
  "clickTAG": "http:\\\\www.adform.com\\"
},
"source": "index.html"
}
```

- You should include the MRAID library in the banner <head> section:

```
<script src="mraid.js"></script>
```

- The following JavaScript code can be used as a clickTAG value assigned to the banner:

```
<script>

var banner = document.getElementById('banner');

banner.onclick = function() {

mraid.open("");

</script>
```

Specs

- MRAID specifications are available in the [MRAID Documentation](#).
- Standard image size: 320x320 px.

Additional Information

For iOS devices it is advised to choose bigger images in order to make the use of Retina displays of high resolution.

Other

For any questions please contact team.mobile@adform.com.