

Adform – HTML5 IAB Pushdown (980x400- >980x800)



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HTML5 IAB Pushdown (980x400 -> 980x800)

The format consists of the following parts:

- Initial 980 (w) x 400 (h) stage.
- Expanding 980 (w) x 800 (h) stage.
- Video (optional)

User Experience

A user opens the webpage and sees the collapsed 980x400 banner in the placement. On click, the initial area of the banner expands to 980x800 and pushes the web page's content down. Once expanded, the banner can offer additional video or other rich media experience. The expanded banner accommodates a link to the predefined landing page. The ad maintains this size until "Close" button click. Once the user leaves the expanded area, the ad collapses to the initial dimensions. The ad expands as many times as the user clicks the banner.

Creative assets

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

- An asset for initial 980x400 banner. It could be an image or HTML5 file.
- Video player needs a MP4/WEBM format videos.
- (Optional) A poster for the video, if there will be a video wall (the wall will be black before playing the video if no poster will be provided).
- In case that browser is very old and doesn't support HTML5 the backup image (PNG/JPEG) is required (set in additional assets).
- Banner assets 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.

Manifest.json

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

```
{
  "version": "1.0",
  "title": "IAB Pushdown (Single file) 980x400 980x800",
  "description": "",
  "width": 980,
  "height": 800,
  "events": {
    "enabled": 0,
    "list": {
    }
  },
  "clicktags": {
    "clickTAG": "http:\\\\www.adform.com"
  },
  "source": "Pushdown_980x400_980x800.html"
}
```

- HTML file should include Adform HTML library which enables the banner to receive a clickTAG variable:

```
<script src="https://s1.adform.net/banners/scripts/rmb/Adform.DHTML.js"></script>
```

Specs

Audio

- Available on user initiation only (click). Off by default.
- Maximum volume level must be reasonable and user friendly.

Video

- Available on user initiation only (click). Off by default.
- Video duration: 30 seconds max. Replay allowed with user initiation.
- “Close”, “Play”, “Pause” and “Volume Control” buttons is required.

Additional Information

In order to deliver HTML5 banners fully compliant with the specs, follow the instructions on *Producing HTML5 banners* in Adform Test and Support Center:

<http://test.adform.com/testpage/banner-specifications/>

Other

For any questions please contact traffic@adform.com