

Adform – HTML5 Standard Leaderboard + Wallpaper (980x400)



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HTML5 Standard Leaderboard + Wallpaper (980x400)

The format consists of an HTML asset.

User Experience

The format consists of a 1680x1200 background image displayed behind the website content and 980x400 Standard Leaderboard. On click, the user is redirected to the predefined landing page.

Creative assets

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

- An asset for 1680x1200 background Image.
- An asset for 980x400 Standard Leaderboard banner. The banner can be adjusted to your custom size - just change the width and height of the banner.
- The backup images (PNG/JPEG) is required (set in additional assets). In case that browser is very old and doesn't support HTML5 the backup panel image will be shown and clickTAGBackup will be used for landing page.
- 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.

Manifest.json

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

Specifications

- Landing page URL opens in a new window.

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/html5-banner/floating-html-ad/>

Other

For any questions please contact traffic@adform.com