Adform – Mobile Swipe Half Ad (320x320)

on (release) {
getURL(_root.clickTAG, "_blank");

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The format consists of an HTML asset.

User Experience

The format consists of a 320x320 HTML ad with four alternating panels. On the initial visit, the first panel is displayed. The user can navigate half of the ad by clicking on the predefined areas on the right and left sides of the ad. Panels exchange with swipe effect. The ad accommodates a link to the predefined landing page.

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;
- Optionally, if the creative includes a video, follow the submission guidelines below.

> **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": "320x320 Mobile 3D Cube Swipe banner",
    "description": "Adform Mobile 3D Cube Swipe banner; 320x320; Version 1.0",

    "width" : "320",
    "height": "320",


    "events": {
        "enabled": 1,
        "list": {}
    },
```

```
    "clicktags": {
                        "clickTAG": "http://www.adform.com"
    },

    "source": "MobileCubeSwipe_320x320_V1.html"
}
```

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

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

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

```
<script>
var banner = document.getElementById('banner');
clickTAGvalue = dhtml.getVar('clickTAG', 'http://www.example.com'); //banner will
receive clickTAG value - if not defined, banner will land to example.com
landingpagetarget = dhtml.getVar('landingPageTarget', '_blank'); //landingPageTarget
variable enables to change target from Adform system.

banner.onclick = function() {
    window.open(clickTAGvalue,landingpagetarget); //when banner is clicked it will open
new window directing to clickTAG value
}
</script>
```

Additional Information

In order to deliver HTML5 banners fully compliant with the specs, follow the instructions on *Producing Standard HTML5 banners* in Adform Test and Support Center:
 http://test.adform.com/testpage/banner-specifications/html5-banner/standard-html-ad/

Other

For any questions please contact traffic@adform.com