

# Adform – Pushdown (980x400 > 980x800)



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# Pushdown (980x400 > 980x800)

The format consists of the following parts:

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

## User Experience

### Initial Stage

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.

### Expanded Stage

Once expanded, the banner can offer additional flash, 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:

- Initial 980 (w) x 400 (h) swf file;
- Expanded 980 (w) x 800 (h) swf file;

**Info:** For a single-file expanding ad, only one 980x800 swf file is required. See the [Creative Toolkit](#) section for more details.

- 980 (w) x 400 (h) backup image file;
- Optionally, if the creative includes video, follow the submission guidelines below.

## Specs

- Click to expand, "Close" button click to collapse.
- Close-button location: bottom-left/right.

- Clicking on the expanded part navigates to a landing page URL in a new window.
- Expand direction: pushdown.

### Audio

- Available on user initiation only (click). Off by default.
- Audio mute button or volume control required.
- Codec: MP3 or AAC.
- Sampling Rate: 44.1 kHz.
- Channels: Stereo.

### Video

- Video duration: 30 seconds max. Replay allowed with user initiation.
- Stop and Play button controls required.
- No required minimum resolution.
- Frame rate: up to 24 fps.
- Weight up to 2.2 MB.

## Supported by medias

The format is supported by the following medias:

- <http://www.telkku.com/>
- <http://www.kauppalehti.fi>

## Adform Creative Toolkit

It is highly recommended to use Adform Creative Toolkit extension for Flash to deliver the expanding banners fully compliant with the specs. Download the latest version of Adform Creative Toolkit here: <http://test.adform.com/testpage/>

The Creative Toolkit auto-implements the required Actionscript commands on the flash files. Once exported, the assets are ready to be uploaded to the Adform system.

Alternatively, if you prefer to create the ads without the Creative Toolkit, follow the instructions on Adform Test and Support Center: <http://test.adform.com/testpage/banner-specifications/rich-media-instructions/expanding-banner/>

## Other

For any questions please contact [traffic@adform.com](mailto:traffic@adform.com)