

Adform – HTML5 3D Box (300x300)



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HTML5 3D Box (300x300)

The format consists of the following parts:

- HTML asset;
- Video (optional).

User Experience

The first interactive panel of the ad is loaded on the initial visit. The 3D box automatically spins through all four panels and returns to the first one. The user can interact or view the panel as any standard 300x300 interactive placement. In order to move from one panel to another the user has to swipe the ad. The ad accommodates links to predefined landing pages.

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.

Info: The format can be used for desktop, tablet and mobile devices.

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": "300x300 3D banner box rotator",
  "description": ""
```

```
"width" : "300",
"height": "300",

"events": {
  "disabled": 1,
  "list": {
    "1": "swipe left",
    "2": "swipe right"
  }
},

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

"source": "index.html"
}
```

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

```
<script src="http://sl.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>
```

Audio

- Starts automatically with the video.
- Codec: MP3 or AAC.
- Sampling Rate: 44.1 kHz.
- Channels: Stereo.

Video

- Available on user initiation only (click).

- Video duration: 30 seconds max. Replay allowed with user initiation.

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/>

Medias that support the format

HTML5 3D Box format is supported by the following medias:

- Ampparit
- Afterdawn
- Bundesliga
- FitFashion kaikki blogit
- Hevoskuuri
- Kaleva
- Kuvake
- Laliiga
- Lumipallo
- Naurunappula
- NHLsuomi
- Pallontallaajat
- Rantapallo
- Stara
- Suomi24
- Terve
- Valioliiga
- Vau

Other

For any questions please contact traffic@adform.com