

Adform – MRAID 3D Cube (300x300)



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MRAID 3D Cube (300x300)

The format consists of an HTML asset and images as cube walls.

User Experience

The format consists of a 300x300 HTML ad with four alternating panels. On the initial visit, the first panel is displayed. The cube automatically spins through all four panels. The user can navigate among the panels on swipe. All panels accommodate a link to the predefined landing page.

Creative assets

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

- Four 300 (w) x 300 (h) image files as assets for all cube walls; alternatively, for Retina display 600 (w) x 600 (h) image files.
- 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.

Info: All cube walls are assigned as images through the assets.

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": "3D Cube template",
  "description": "",
  "width": 300,
  "height": 300,
  "events": {
    "enabled": 1,
    "list": {
```

```
        "1": "User swipe"
      }
    },
    "clicktags": {
      "clickTAG1": "http:\\\\www.adform.com",
      "clickTAG2": "http:\\\\www.adform.com",
      "clickTAG3": "http:\\\\www.adform.com",
      "clickTAG4": "http:\\\\www.adform.com"
    },
    "source": "index.html"
  }
}
```

- You should include the MRAID library in the banner <head> section:

```
<script src="mraid.js"></script>
```

- Adform library enables the banner to receive a clickTAG variable:

```
<script>

var banner = document.getElementById('banner');

banner.onclick = function() {

mraid.open("");

</script>
```

Specs

MRAID

- MRAID specifications are available in the [MRAID Documentation](#).

Additional Information

For iOS devices it is advised to choose bigger images in order to make the use of Retina displays of high resolution.

Other

For any questions please contact team.mobile@adform.com.