Adform – Horizontal Curtain Reveal (300x250 + 980x120 > 1600x1000)

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

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Horizontal Curtain Reveal (300x250 + 980x120 > 1600x1000)

The format consists of the following parts:

- 980 (w) x 120 (h) stage;
- 300 (w) x 250 (h) stage;
- Floating 1600 (w) x 1000 (h) stage consisting of:
    - 1280 (w) x 804 (h) "open curtains" flv file;
    - 1280 (w) x 804 (h) "close curtains" flv file;
    - 1600 (w) x 1000 (h) "curtains overlay" swf file;
- 1600 (w) x 1000 (h) background image (optional);
- Video (optional).

User Experience

A user opens the webpage and sees background image and the 300x250 and 980x120 banners in their placements. On click on either of the banners, a 1600x1000 floating stage with a 1280x804 curtain experience appears and enables the user to browse among sections, select video or other rich media content. The ad accommodates a link to the predefined landing page. The curtain closes on "Close" button click and the ad comes back to its initial dimensions. The curtain opens and closes as many times as the user triggers "Click to play" or "Close" actions.

Creative assets

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

- 980 (w) x 120 (h) swf file;
- 980 (w) x 120 (h) backup image file;
- 300 (w) x 250 (h) swf file;
- 300 (w) x 250 (h) backup image file;
- Floating 1600 (w) x 1000 (h) swf file;
- 1280 (w) x 804 (h) "open curtains" flv file;
- 1280 (w) x 804 (h) "close curtains" flv file;
- 1600 (w) x 1000 (h) "curtains overlay" swf file;
- 1600 (w) x 1000 (h) background image (or as required);
- Optionally, if the creative includes video, follow the submission guidelines below.

Specs

- Max Initial Download File Size: 40 kb.
- Click to call action.
- Close button to collapse, location: top-right.
- Landing page URL opens in a new window.
- Animation allowed on both collapsed and floating parts.

Audio

- Available on user initiation only (click). Off by default.
- Maximum volume level must be reasonable and user friendly.
- Audio mute button control required.

Video

- Video must include play/pause/stop buttons.
- Max. video duration: 30 sec.
- Video replay allowed on user initiation.
- Format: FLV.
- Frame rate: 25 fps.
- Weight up to 2.2 MB.

Adform Creative Toolkit

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

In order to call the floating ad from the inpage ad (top or MPU), please use the following script:

ActionScript 3:

```
import flash.external.ExternalInterface;
clickBtn.addEventListener(MouseEvent.CLICK, showFloatingHandler);
function showFloatingHandler(e:MouseEvent):void
{
try
{
ExternalInterface.call('parent.Adform.showFloatingByBN',
AdformCore.getFlashVar('bn'));
}
catch (e:Error)
{
}
};
```

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.

Further information is available on Adform Test and Support Center:

- http://test.adform.com/testpage/creative-toolkit/rich-media-banners/floating-banner/
- http://test.adform.com/testpage/creative-toolkit/working-with-adform-toolkit/creating-standard-ad/
- http://test.adform.com/testpage/banner-specifications/rich-media-instructions/floating-banner/

Other

For any questions please contact traffic@adform.com