

Adform – IAB Pushdown (980x120 > 980x415)



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

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IAB Pushdown (980x120 > 980x415)

The format consists of the following parts:

- Initial 980 (w) x 120 (h) stage;
- Expanded 980 (w) x 415 (h) stage;
- Video (optional).

User Experience

Initial Stage

A user opens the webpage and sees the 980x120 banner in the placement. On click, the banner expands to 980x415 politely pushing the 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 pre-defined 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 initial stage.

Creative assets

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

- Initial 980 (w) x 120 (h) swf file,
- Expanded 980 (w) x 415 (h) swf file,

Info: For single-file expanding ad, only one 980x415 swf file is required. See the Creative Toolkit section for more details.

- 980 (w) x 120 (h) backup image file,
- Optionally, if the creative includes video, follow the submission guidelines below.

Specs

- Max Initial Download File Size: 40kb;
- Max Weight Secondary (Polite) Download: 100kb;
- Click on the call to action to expand, click the Close button to collapse;
- Clicking on the ad 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 ACC.
- Sampling Rate: 44.1kHz.
- Channels: Stereo.

Video

- Host-initiated video may be used in any portion of the experience.
- Video duration: 30 seconds max. Replay allowed with user initiation.
- Stop and Play button controls required.
- Companion audio may be included with video.
- No required minimum resolution.
- The frame rate of the original video should be maintained without re-sampling. In particular pull down and other frame rate re-sampling techniques are strongly discouraged. These should be between 23.98 and 30 frames per second.

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