Adform – Mobile Slide Swipe (320x320)
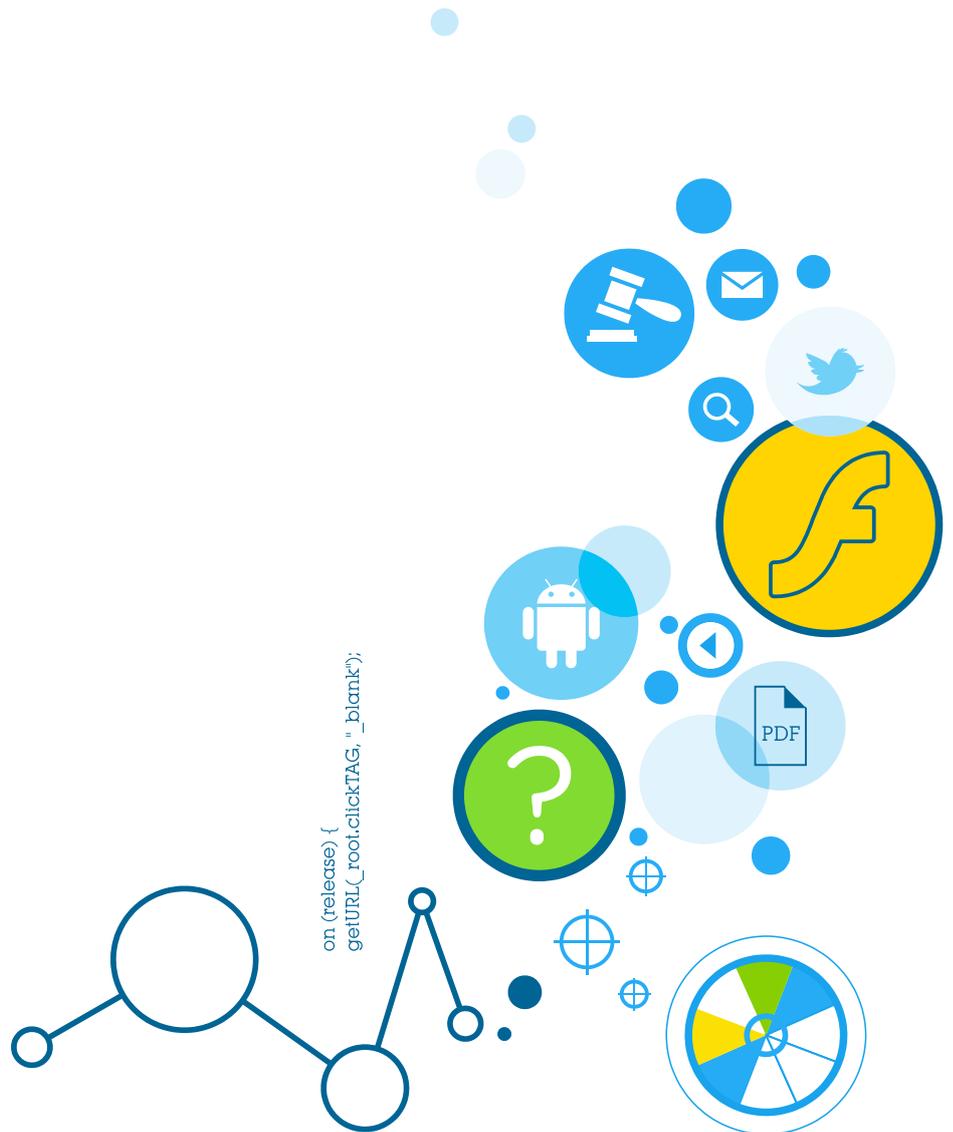
on (release) {
getURL(_root.clickTAG, "_blank");

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The format consists of an HTML asset.

User Experience

A user opens the webpage and sees a 320x320 HTML ad in the placement. A user can interact with the ad by swiping and moving in between panels. The ad accommodates a link to the predefined landing page.

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.

> **Note:** manifest.json file and HTML file should be in the root directory of the .zip file.

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": "Mobile - Slide Swipe",
    "description": "",

    "width" : "320",
    "height": "320",


    "events": {
        "enabled": 1,
        "list": { }
    },
```

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

    "source": "slide_swipe.html"
}
```

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

```
<script src="http://s1.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>
```

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/

Other

For any questions please contact traffic@adform.com