

Adform – MRAID Mobile Geo Ad (300x300)



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MRAID Mobile Geo Ad (300x300)

The format consists of the following parts:

- HTML asset;
- Images (optional).

User Experience

A user opens the webpage and sees the 300x300 standard HTML ad in the placement. On tap, the navigation defines user's location and can display the closest points of interest; for example, shops selling advertised product.

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": "MRAID Mobile Geo Ad 300x300",  
  "description": "",  
  "width" : "300",  
  "height": "300",  
  "events": {  
    "enabled": 1,  
    "list": { }  
  },  
}
```

```
    "clicktags": {  
      "clickTAG": "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 specifications 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.