

Adform – MRAID Full Page Flex Video



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MRAID Full Page Flex Video

The format consists of the following parts:

- HTML asset;
- 4 image files;
- Video component;

User Experience

A user opens the webpage and sees a fullscreen ad with video. The ad has a responsive background and serves different images according to the screen size.

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 Full Page Flex with Video",
  "description": "",
  "width": 1,
  "height": 1,
  "events": {
    "enabled": 0,
    "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>
```

- The following JavaScript code can be used as a clickTAG value assigned to the banner:

```
<script>  
  
var banner = document.getElementById('banner');  
  
banner.addEventListener('click', function() {  
    mraid.open('');  
  
});  
  
</script>
```

Specs

- 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.