Adform – Video Skin Pushdown (1600x1000)

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

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Video Skin Pushdown (1600x1000)

The format consists of the following parts:
- 1600 (w) x 1000 (h) stage;
- Video files.

User Experience

A user opens the webpage and sees a 1600x1000 video skin stage. On click, the website's content slides down and more of the video content is revealed.

The user can choose to play from up to 5 videos. The banner accommodates a link to the predefined landing page. The ad maintains this size until the user clicks the "Close" button.

Creative assets

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

- Video skin 1600 (w) x 1000 (h) swf file;
- Dynamic screenshot;
- Up to 5 video files.

Specs

- Close button required on the expanded part.
- Landing page URL opens in a new window.
- Expand direction: down.
- Expands on click.

Audio

- Available on user initiation only (click). Off by default.
- Audio mute button control required.
- All audio must be muted or paused on click-through.

Video

- Max video duration: 30 sec. Replay allowed with user initiation.
- Play/Pause and Mute/Unmute button controls required.
- Max weight: 2.2 MB.

Adform Creative Toolkit

It is highly recommended to use Adform Creative Toolkit extension for Flash to deliver 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.

Once using the template, please make sure the ads contain clickTAG and other required Adform components, such as Adform Core. Follow the instructions on Adform Test and Support Center: http://test.adform.com/testpage/banner-specifications/

Additional Info

The format requires an additional JS script to be loaded before the tag. The script can be added through the Adform System. Go to Tags section, select the needed tag and click JavaScript URLs button. Paste in the following script and tick the "Load before banner" check-box.

Custom script URL:

http://s1.adform.net/banners/scripts/extensions/video_skin_marquee_v2.js?bn=%%ADFTAGID%%; zmin=0;ypos=50;marginTop=130;

Other

For any questions please contact traffic@adform.com