

Sizmek Formats

HTML5 Full Screen Expandable

Banner

Build Guide

Sizmek<sup>TM</sup>



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## Overview

The HTML5 Full Screen Expandable Banner is an expandable banner that expands to the full size of the screen on a mobile device, and the full size of the window on a desktop browser.

The ad loads in the collapsed state. The user can then expand the ad to the full screen state.

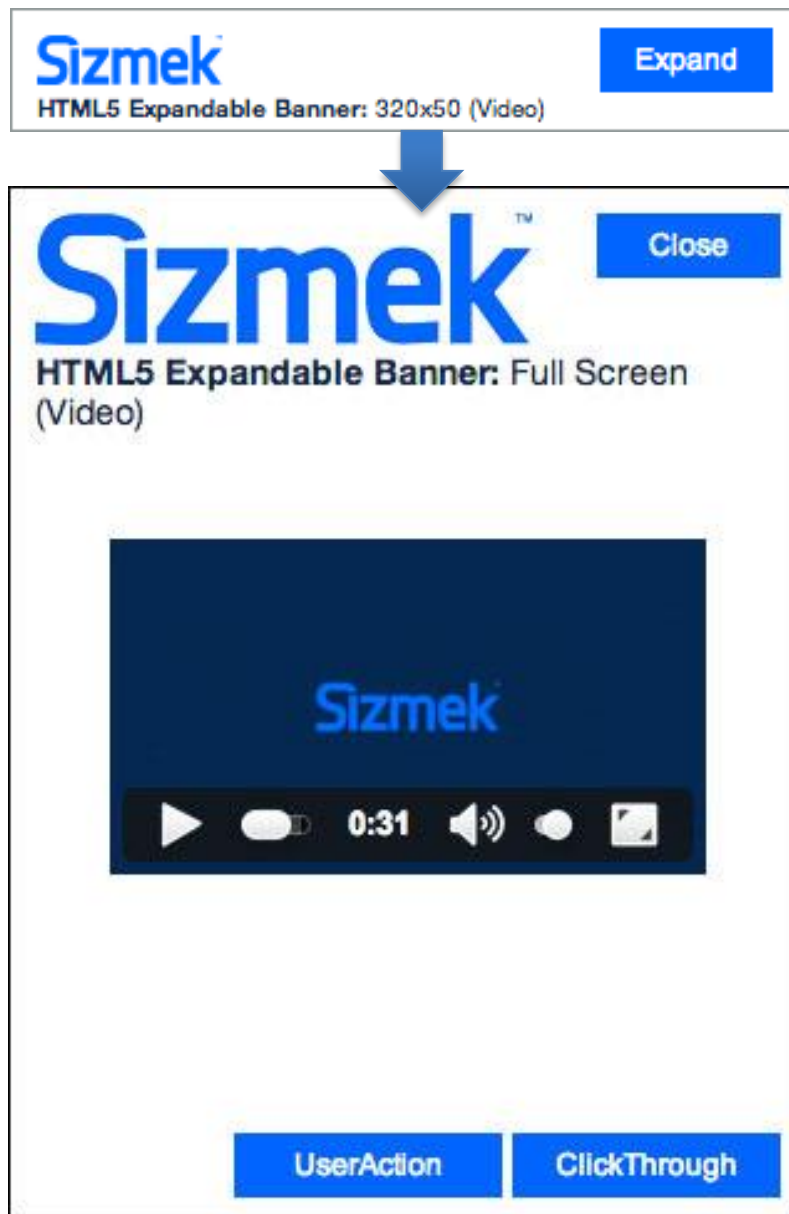
From the expanded state, the user may click the **UserAction** button, the **ClickThrough** button, or the **Close** button. Clicking the **UserAction** button tracks a custom interaction that will appear in reports. Some templates contain a video player, which is set up to track video interactions.

While the HTML5 Full Screen Expandable Banner can be customized to any size, templates with common sizes are already provided. See below for complete list of templates available:

Collapsed Banner Size	Video
320x50	No
320x50	Yes
728x90	No
728x90	Yes

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The following illustrations show the collapsed and expanded states of the 320x50 to Full Screen expandable with video on a mobile device:



## Supported Platforms

Platform	Supported Versions
iPhone	iOS 5.0 and later
iPad	iOS 5.0 and later
Android	Android 2.3 and later (including tablets)
Windows Phone	8.0 and later
Internet Explorer	9.0 and later
Firefox	18.0 and later
Chrome	26.0 and later
Safari	6.0 and later

## Known Issues

- In Android 2.3, if you click through to the advertiser landing page, then go back to the ad, the ad will be slightly too tall for the screen. It will correct itself when the user touches the ad.

## Implementing a HTML5 Full Screen Expandable Banner

### Before you Begin

Make sure you have the following resources available:

- A HTML5 Full Screen Expandable Banner format workspace. Download the workspace from the Creative Zone and extract it, preserving the directory structure.

## Included Template Files

### HTML

The following HTML5 template files are included:

File Name	Description
index.html	The ad file, with the ad configuration and initialization code.
style.css	The style sheet for the ad and its elements.

### Scripts

The following JavaScript files are included:

File Name	Description
expandable_banner.js	Code required for the format.

## Images

The following image template files are included:

File Name	Description
images/backup.jpg	This image is shown if the ad is not displayed, such as on older unsupported browsers.
images/logo.png	The logo image for the banner and expanded states.
images/poster.jpg	The image that shows in place of the video before the video is played. (when applicable)

## Videos (when applicable)

The following image template files are included:

File Name	Description
videos/video.mp4	The mp4 video for most browsers
videos/video.webm	The webm video for Firefox

## Customizing a HTML5 Full Screen Expandable Banner

All of the HTML5 Full Screen Expandable Banner functionality is programmed in the template files. At minimum, the only changes you will need to make are to the loaded image and video assets and their respective styles.

**Note:** When updating or replacing images or videos, make sure to also update references to their filenames and dimensions found in index.html and style.css as necessary.

To update the layout and design of a template, open the index.html and style.css files in a text editor.

The index.html also contains JavaScript that can be modified to change or extend functionality. The properties of available include:

Property Name	Description
adDiv	Div containing the entire ad.
bannerDiv	Div containing the banner.
expansionDiv	Div containing the expansions.

The functions available include:

Function Name	Description
initEB	Ensures EB is initialized before starting the ad.
startAd	Starts the ad.
expand	Expands the ad.
collapse	Collapses the ad.
handleExpandButtonClick	Handles the expand button click.
handleCloseButtonClick	Handles the close button click.
handleClickthroughButtonClick	Handles the click-through button click.
handleUserActionButtonClick	Handles the user-action button click.

**Note:** The functions `expand` and `collapse` should not be renamed or replaced as they are sometimes called from the publisher.

## EB Command Module

Some ad networks require the ability to externally expand and collapse Sizmek ads, particularly when the ad is being used in a mobile application. The EB Command Module facilitates this requirement by sending events that call the `expand()` and `collapse()` functions in the creative container to update its content appropriately. The EBCMD module, included in the following code, enables this functionality.

```
<script type="text/javascript">EBModulesToLoad = ['Video',
'EBCMD'];</script>
```

## Video

The video component tracks video metrics and interactions in your ad. It is included with the following code:

```
<script type="text/javascript"> EBModulesToLoad = ['Video',
'EBCMD'];</script>
```

The `initVideo` function registers your video element for tracking later in the code:

```
function initVideo() {
    var videoTrackingModule = new EBG.VideoModule(video);
}
```

If you want to track video metrics, your video elements must be initialized in this fashion.

## Testing Your HTML5 Full Screen Expandable Banner

To test your ad locally, open `index.html` in a web browser and walk through the ad experience. You can use a web-debugging tool to view the source code and any data being sent or received by the ad.



## Setting Up an HTML5 Full Screen Expandable Banner in the Sizmek Platform

### To set up a HTML5 Full Screen Expandable Banner in the Sizmek MDX platform:

1. Archive the workspace into a new ZIP file, preserving the directory structure. You can do this with WinZip, 7Zip, or another archiving program.
2. In the Sizmek MDX platform, under **Creative Assets**, create a new Workspace by uploading the ZIP file.
3. Under the **Ads** section, create a new ad.
4. Fill out the form. Set **Ad Format** to **HTML5 Full Screen Expandable Banner**. If you do not have access to this format, ask your client services or support representative to help you gain access.
5. Save the ad.
6. [Create a new placement](#) for the ad.
  - a. Fill out the form. Set the **Placement type** to **In Banner** and the **Banner size** to **the collapsed size of your ad**. Make sure **This is an IM banner** is checked.

After you've saved your placement, you can then generate preview tags to test on your web site.

## General Ad Interactions

Name	Description
ebPanelsViewed	User expanded the ad (unique per impression)
ebAdDuration	Total time that the ad was shown in the current impression
Panel	User expanded the ad (reported each time)
Panel_duration	Time that the expanded ad was shown
ebUserInteraction	User interacted with the ad (unique per impression)
ebAboveTheFold	Ad was displayed on screen without scrolling (unique per impression)
ebAboveTheFoldDuration	Time that the ad was above the fold

## General Video Interactions

Name	Description
ebUniqueVideoStarted	Video playback has started (unique)
ebVideoStarted	Video playback has started (sent every time)
eb25Per_Played	Video has played up to the 25% position
eb50Per_Played	Video has played up to the 50% position
eb75Per_Played	Video has played up to the 75% position

ebVideoFullPlay	Video has played up to completion
ebVideoUnmuted	Sent when video playback begins if video is unmuted
ebVideoPause	User has paused the video playback
ebVideoReplay	Video is being replayed after being played at least once before
ebVideoPlayDuration	Total time all videos played within the ad
ebUserInitiatedVideo	User has initiated viewing the video
ebVideoAssetDuration	Total reported playback time for each individual video

## Change Log

Release: April 30, 2014

- Sizmek rebranding.
- Simplified and increased reliability of full screen feature on many devices and in-app environments.
- Fixed bugs with expanding ad from a fixed publisher div.
- HTML5 Full Screen Expandable is now a custom format separate from the HTML5 Single Expandable Banner.
- Removed custom graphics from video player in favor of simpler native controls.

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