

Sizmek Formats

HTML5 Interstitial

Build Guide

SizmekTM

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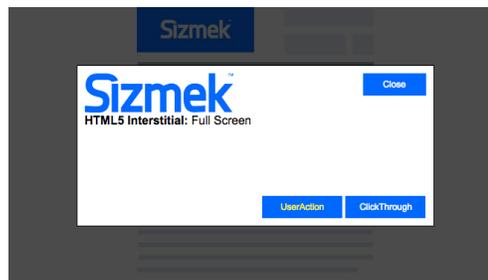
Overview

The HTML5 Interstitial format is a full-screen ad that plays before or after an expected content page. The Interstitial uses an overlay that resizes to the dimensions of the screen and optionally disables user scrolling of the page.

The ad supports phone rotation so that the page content will adjust to the size of the screen as the orientation is changed. Alternate content can also be swapped in as the orientation is changed.

The ad can be customized to close after a certain amount of seconds or to require user interaction to tap the close button.

The following illustrations show the Interstitial in portrait and landscape orientations, respectively. Both include a close and a clickthrough button.



Supported Platforms

Platform	Supported Versions
iPad/iPhone	iOS 6.0 and later
Android Phones and Tablets	Android 2.3 and later
Internet Explorer	9.0 and later
Firefox	Recent versions
Chrome	Recent versions
Safari	7.0 and later

Demos/Downloads

To download a template, view a demo of the HTML5 Interstitial template or get the latest copy of the build guide, please visit the [“Formats & Features tab of the Creative Zone”](#). For more information, contact your Creative Development Specialist

Known Issues

- Occasionally publisher content will be visible below the ad after scrolling in the Android 4.0.4 stock browser.

Recommended Specs

Format: In-Page Expandable

Size: Size of device screen

Required: A close button must always be present in the ad

Metrics: All standard reporting metrics are supported.

Implementing a HTML5 Interstitial

Before you Begin

Make sure you have the following resources available:

- The HTML5 Interstitial workspace. Download the workspace from the [Formats & Features tab of the Creative Zone](#) and extract it, preserving the directory structure.

Included Template Files

HTML

File Name	Description
index.html	The ad file, with the ad configuration and initialization code.

Styles

The following CSS template files are included:

File Name	Description
styles/style.css	The style sheet for the ad.

Scripts

The following JavaScript files are included:

File Name	Description
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scripts/script.js

The script file that determines the functionality of the ad.

Images

The following image template files are included:

File Name	Description
images/1x1.jpg	1x1. A placeholder graphic for the placement.
images/logo.png	The logo for the ad.

Customizing a HTML5 Interstitial in HTML

All of the HTML5 Interstitial functionality is programmed in the template files. At minimum, the only changes you will need to make are to the loaded image 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, design, and functionality of a template, open the HTML, CSS, and JS files in a text editor.

Testing Your HTML5 Interstitial

To test the 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 a HTML5 Interstitial in the Sizmek Platform

To set up a HTML5 Interstitial in the Sizmek 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.
1. In the Sizmek platform, under **Creative Assets**, create a new Workspace by uploading the ZIP file.
2. Under the **Ads** section, create a new ad.
3. Fill out the form. Set **Ad Format** to **HTML5 Interstitial**.

Note:

On the Sizmek Platform, your user account will need access to the HTML5 Billboard format in the list of available custom formats. If you do not have access to this format, please reach out to Support to gain permissions for this format

4. Save the ad.
5. [Create a new placement](#) for the ad.

Set the **Placement type** to **In Banner** and the **Banner size** to **1x1**. Make sure **This is an IM banner** is cleared.

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

Custom Script Notice:

Since the HTML5 Interstitial format is a HTML5 Custom Format, there is no need to attach a custom script since the appropriate one will be pulled in automatically. For reference, the following custom script is being used:

http://ds.serving-sys.com/burstingres/CustomScripts/html5_interstitial.js

Custom Variables

Name	Description	Type	Default Value	Accepted Values
mdCancelAutoCollapseOnUserInteraction	Determines whether the auto collapse timer is disabled if the user touches or clicks on the ad content.	Boolean	Yes	Yes/No
mdLockScrollingWhenExpanded	Determines whether the user is able to scroll the publisher page when the ad is expanded. If set to yes, the ad will scroll with the page so it stays in view.	Boolean	No	Yes/No
mdTimeUntilAutoCollapse	The amount of time, in milliseconds, the ad should stay open before auto collapsing. Set to 0 to disable auto collapse.	Integer	7000	>= 0

Reported Interactions

The following interactions are reported by the ad and can be reviewed in Sizmek reporting:

Interaction Name	Description
ebPanelsViewed	User expanded the ad (unique per impression)
ebAdDuration	Total time that the ad was shown in the current impression
Panel	Ad expanded (will be reported even though it was not user interaction)
Panel_duration	Total time 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)

Change Log

V2

Released July 30, 2012

- The template can now be customized to close after 'X' seconds or require close button interaction
- Ad content can now be easily swapped out and updated as the mobile phone switches from portrait to landscape mode

V3

Released August 31, 2012

- The template is now using a variation of the full screen custom script which will allow the ad to go full screen including over the address bar. This will increase the overall real estate space for all interstitials.

V4

Released November 20, 2012

- When creating an interstitial placement, you must now use the custom script ***mobile_interstitial_v2*** instead of the previous v1 version
- Adds support for breaking out of iFrames so that interstitial ads can now be placed in publisher iFrames.
- Fixed issue where Android zoomed inconsistently when rotating back and forth between portrait and landscape mode.
- Fixed issue where Nov 2012 platform update changed placement div display to inline instead of block (introduced positioning and close button problems).

V5

Released September 27, 2013

- Added support for Tablet devices
- Added support for iOS 7
- Fixed ad alignment issues on some Android 4.x devices.
- Added support to handle offsets for the parent div(s) so that the ad would be displayed correctly
- Updated the branding for the default template
- When creating an interstitial placement, you must now use the custom script ***mobile_interstitial_v4***

V6

Released May 13, 2014

- Rebranded ad for Sizmek
- Now uses Mobile Interstitial custom format. Custom script will be automatically applied.

V17

Released January 8, 2015

- Re-released Mobile Interstitial as HTML5 Interstitial, with support for desktop devices.
- Cleaned up file structure and code.

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