

Sizmek Formats

IAB Mobile Adhesion

Build Guide

SizmekTM

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Overview

The IAB Mobile Adhesion is an ad format that continually adheres to the bottom of the display while the user scrolls through the page. The format contains both banner and expandable templates. The full width template is initially setup as a 320x50 banner but expands to the full width of the display when ad loads. There are also tablet-sized 768x90 and 1024x90 templates available. The banner will always pin to the bottom when user interacts with the page content. However, the banner will disappear while the user is scrolling the page or rotating the device and will re-appear once the user is done with scrolling or orientation changes. The banner also always includes a close button on the top right corner so user can collapse the ad. The following image shows full width banner template.



The expandable template contains all the features in the banner template and the expansion feature. The ad expands to full size of the device screen. The content of the expansion follows the IAB Mobile Full Page Flex spec. Please consult the build guide for the IAB Mobile Full Page Flex format for further details. The following illustration shows the full width expandable template in a collapsed state and an expanded state.



Supported Platforms

Platform	Supported Versions
iPhone	iOS 5.0 and later
IPad	iOS 5.0 and later
Android	Android 2.3 and later (including Tablet)

Known Issues

- Because iOS devices don't report a scrolling event until after the user takes their finger off the display, the IAB Mobile Adhesion banner unit does not disappear on page scroll with iOS devices as it does with Android devices

Implementing the IAB Mobile Adhesion Format

Before you Begin

Make sure you have the following resources available:

The IAB Mobile Adhesion format workspace that is applicable for your campaign.

Download the workspace from Creative Zone and extract it, preserving the directory structure.

Included Template Files

HTML

The following HTML template files are included:

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

Images

The following image template files are included:

File Name	Description
images/default.jpg	Backup image
images/logo.png	Sizmek logo image
images/poster.png	Image for the video poster image (expandable template only)

Scripts

The following script template files are included:

File Name	Description
scripts/script.js	The core script for controlling the button actions, tracking, expand and collapse (expandable template only), and initialize and control of the video (expandable template only).

Videos

The following script template files are included (Note: For mobile placements, only the mp4 video file should be needed)

File Name	Description
videos/video.mp4	Demo video in mp4 format

Customizing the IAB Mobile Adhesion

All of the IAB Mobile Adhesion functionalities are programmed in the script file. You may modify the script file based on your design and what functionalities you will need for your ad.

To customize the IAB Mobile Adhesion:

Open **scripts/script.js** in an HTML-authoring environment and edit it as needed. Here is the list of functions and descriptions for the script file.

Function name	Description
checkIfEBInitialized	This function will issue the call to initializeCreative function upon the state of the EB object. You can add your things in here if you want them to happen before the ad is initialized.
initializeCreative	The function is where we initialize the ad. You can add functionality in here if you want them happening when the ad is initialized.
initializeGlobalVariables	The function saves all the html objects into global variables so we can use them later.
addEventListeners	The function hooks up the events with all the clickables.
trackUserAction	This function will be triggered when user taps on user action button. It only contains EB.userActionCounter function call for tracking purposes for now, but you certainly can add your own functionality here.
clickthrough	This function will be triggered when user tap on click through button. It will call the EB.clickthrough function to launch the default click through that you have setup in the ad platform, as well as track the click from our delivery.
closeAd	This function will be triggered when user taps the close icon on the top right corner. This function will dispatch closeAd command to the IAB Mobile Adhesion custom js on the placement level and have it to close the ad completely. The function will also track the closeAd user action by calling the EB.userActionCounter function.
expand	This function will be triggered when user taps on expand button. You may need to modify the function to fit your need for what content to be displayed when ad is expanded. (expandable template only)
collapse	This function will be triggered when user taps on the close button when ad expands. You may need to modify this function to fit your needs for what content to be displayed when ad is collapsed. (expandable template only)

trackVideoInteractions

This function can hook up html5 video object with EB Video Module so we can keep track of the video events

To set the IAB Mobile Adhesion in original ad width instead of full width

The IAB Mobile Adhesion will be extended to full screen despite of the original ad width setting. However, we can override this by adding the following code within initializeCreative function.

```
EB._sendMessage("additionalConfig", {fullwidthBanner: false});
```

By adding the code above, our custom script will not extend the ad to full screen width and the ad will keep its original width.

Setting Up the IAB Mobile Adhesion in the Sizmek Platform

To set up an IAB Mobile Adhesion 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 **IAB Mobile Adhesion**. The following custom script will appear in the **Advanced Features** section of the ad settings in the **Custom JS** field:

```
http://ds.serving-  
sys.com/BurstingRes/CustomScripts/iab_mobile_adhesion.js
```

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

Fill out the form. Set the **Placement type** to **In Banner** and the **Banner size** to the size of your default image.

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

Reported Interactions

Besides the standard HTML5 ad interactions, the following are the custom interactions reported by this format and can be reviewed in Sizmek reporting:

Custom IAB Mobile Adhesion Interactions	Description
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closeAd	Sent when user click the close icon on the top right corner.
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Change Log

- Rebranded ad for Sizmek
- Fixed full screen resizing and positioning bugs in iOS 7 Mobile Safari.

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