

Sizmek Formats

IAB Mobile Pull

Build Guide

SizmekTM

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Overview

The IAB Mobile Pull format is one of the IAB’s Mobile Rising Stars and is released for the mobile web only (not for applications or desktop browsers). This format deprecates the previously released mobile adAPPTer format. This new format is served out of a banner with a pull feature that expands the format to full screen and exposes an extensive suite of interactive plug and play feature APPs. The features are controlled in a content module with a navigation tray accessible for switching between the apps. Overall, it includes a variety of engaging features:

- Pull to expand: The Pull is designed for touch screens. Pull the collapsed banner from the top or bottom of the screen to expand the ad. The banner ad will be set up for either “pull down” or “pull up” based on where it is on the page. If you don’t pull past a certain threshold and release, the ad retracts back to the banner state.
- Fullscreen: The expanded ad will cover the entire screen of the device, providing the maximum possible space for content. The fullscreen content is built on the IAB Full Page Flex format, which features four static design sizes so you can accommodate a wide variety of screens.

Creative Foreground	Creative Background
320x320	480x480
480x480	800x800
600x600	1024x1024
768x768	1280x1280

- Apps: The Pull features a wide variety of apps, which are similar to apps seen on Android and iOS devices. The default template includes the following apps: Contact, Facebook, YouTube, Twitter, App, Maps, Photo, Pinterest, Weather, Video, Custom (Note: Only a subset of these available features may be used with any ad implementation)

To see IAB documentation on the Mobile Pull and the Mobile Full Page Flex, please go to:
<http://www.iab.net/risingstarsmobile>

There are three IAB Mobile Pull templates.

Collapsed Size	Expanded Size	Target Device
320x50	Full Screen	Smart Phone or Similar Device
728x90	Full Screen	Tablet
768x90	Full Screen	Tablet
1024x90	Full Screen	Tablet

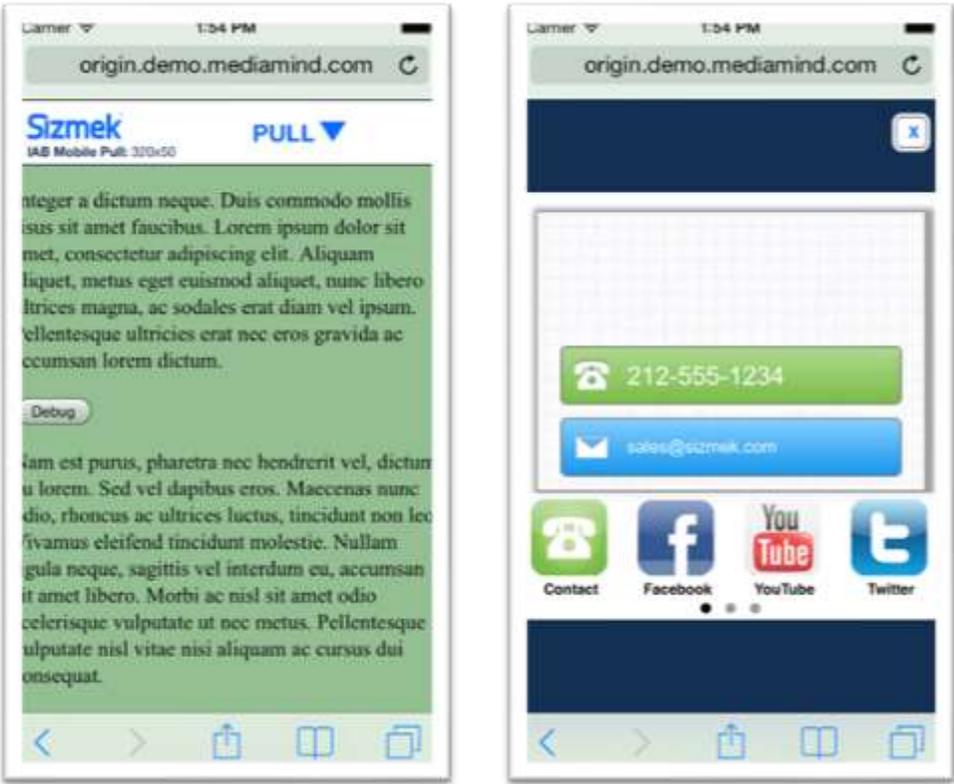
The 320x50 template is intended for smartphones. The apps in the template are 290x208 (size of content module) so they can fit comfortably on phone screens. The 768x90 and 1024x90 templates are intended for tablets. The apps in the tablet templates are 435x312 to take advantage of larger tablet screens. The creative foreground in the 768x90 and 1024x90 templates has a minimum size of 480x480, so the smallest Full Page Flex size, 320x320, is not used.

There is a scrollable navigation tray that shows thumbnails of the different apps and allows the user to switch between different features. If there is not enough room to show both the content module and the navigation tray, the navigation tray will collapse and hide after a few seconds of non-use and will show an icon for triggering it's redisplay. Under this scenario, a navigation tray may overlap the content module when shown.

It is important to note that some of the apps in the Pull require additional setup, such as license keys or back-end services. These features may have an additional cost. Please see the documentation for the Twitter Block, the Store Locator Block (used in the Maps app), and the Weather Block for more information.

It is also important to note that the IAB Pull is designed for mobile devices, such as tablets and smartphones. It will not work properly in all desktop browsers. We recommend using Chrome to preview the ad on your desktop.

The 320x50 Mobile Pull on a simulated iPhone.



The 728x90 Mobile Pull on a simulated iPad.



Supported Platforms

Platform	Supported Versions
iPhone	iOS 6.0 and later
iPad	iOS 6.0 and later
Android	Android 2.3 and later* (including Tablets)

* Sizmek does not currently support the Kindle Fire. The default image will be served.

Demos/Downloads

Once the certification process is complete and the format is fully released, the IAB Mobile Pull will be available on the corporate “Creative Zone”

Known Issues

iOS 7

- If you expand the ad in portrait mode, rotate to landscape, then touch the bottom or top of the screen, the browser UI will appear. At this point, touch interactions with the ad will stop working. The touch interactions will work again after a few attempts to interact with the ad.
- If you drag down from the very top or very bottom of the screen, the iOS notifications pane or the settings pane, respectively, will drag instead of the ad. There is no way currently to override this behavior.

Implementing a IAB Mobile Pull Format

Before you Begin

Make sure you have the following resources available:

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

Download the workspace from Quickbase 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.

CSS

The following HTML template files are included:

File Name	Description
stylesheets/style.css	The style sheet for the ad and its elements.
stylesheets/apps.css	The style sheet for the apps in the fullscreen expanded state.

Scripts

The following script template files are included:

File Name	Description
scripts/script.js	This script is primarily responsible for controlling the expansion and collapse behavior of the ad. It also includes some classes that are used in the logic for preloading and setting up the apps.
scripts/apps.js	This script contains code for configuring and controlling the apps.
http://ds.serving-sys.com/BurstingRes/CustomScripts/MMClientDetector.js	This script is used by other scripts to determine the browser and browser version.
http://ds.serving-sys.com/BurstingRes/CustomScripts/MMDomUtils.js	This script is used to manipulate the DOM.
http://ds.serving-sys.com/BurstingRes/CustomScripts/VwTouchArea.js	This script is used to set up touch interactions with elements on the page. It is used in the SwipeNavigator code that allows you to swipe through apps in the dock.
http://ds.serving-sys.com/BurstingRes/CustomScripts/VwSwipeNavigator.js	This script is used to allow the user to navigate between apps in the dock with touch.
http://ds.serving-sys.com/BurstingRes/CustomScripts/VwTween.js	This script is used for tweening the dock and apps in the dock.

The index file also loads JQuery, which is used in the Twitter block.

There are also scripts in the “blocks” folder that are used for block functionality in the apps. Each of these blocks has its own documentation that goes into the block code extensively.

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
videos/video.webm	Demo video in webm format

videos/video.jpg

The poster image for the video. Note the poster image determines the dimensions of the video in the Video app.

Customizing the IAB Mobile Pull

The IAB Mobile Pull is highly customizable. Here is an overview of the files you may wish to modify.

index.html

You probably will not need to touch the index file much. The index file has multiple functions.

- Loads multiple scripts that are used in the ad, such as scripts for tweening and swiping the apps.
- Contains a script that is used to initialize the ad.
- Contains tags that dictate the structure of the ad.

If you want to change the size of the ad, you should change the `EB.initExpansionParams` function.

```
EB.initExpansionParams(0, 0, 320, 50);
```

You should change the last two numbers to the width and height of your collapsed banner. The actual expanded dimensions are not needed, as the ad will expand to varying dimensions based on the dimensions of the screen.

scripts/script.js

The script file primarily controls the logic for expanding and collapsing the ad. When the user drags the ad up or down, it will position the ad appropriately. The pull behavior is achieved using the CSS transform property. The script uses transform to translate the position of the container div up or down to match the position of the user's finger.

The script file also receives messages from the custom script attached to the ad in the "onMessageReceived" function. The custom script will send in messages about the size of the screen when the screen resizes. Normally the CSS will resize the elements in the expanded ad properly, but on Android 2 the script forces the ad to resize appropriately using JavaScript.

The custom script also sends in a message about whether the ad should expand up or down. This is determined by the position of the ad on the screen. If the ad is above the midpoint of the screen, the script sends in a message telling the ad to expand down. If the ad is below the midpoint of the screen, the script sends in a message telling the ad to expand up.

The script will also determine whether to display the app dock based on the size of the screen. If the screen is shorter than the "smallestHeight" variable, the dock will hide and a button will appear that can be used to toggle the dock as needed. This prevents the dock from covering the apps on short screens.

The script file also contains some JavaScript prototypes that need to be loaded before the "apps.js" file is loaded. These include the Dock prototype, which has logic for showing and hiding the dock, the Preloader prototype, which allows the apps to load scripts, stylesheets, images, and video only when needed, and the Block prototype, which is used to load Sizmek blocks as apps.

scripts/apps.js

The apps script contains the code used to configure the apps, and sets up the dock for swiping.

The “apps” variable is an array that determines which apps are shown in the ad and how they are ordered. You’ll see that it contains a list of apps such as “contact”, “facebook”, “youtube”, etc. If you do not want an app to be displayed, remove it from the array. If you want to change the order of the apps, change their order in the array.

You will also see variables for appWidth and appHeight, which are used to configure some of the apps that are based on blocks so that they match the height of your other apps. For example, if you set appWidth to 290, the apps that use the appWidth variable will be 290px wide.

style/style.css

The CSS in the “style.css” file uses media queries to customize the look of the ad based on the size of the screen. Media queries are a common way to tailor CSS to specific devices based on a range of criteria.

The media queries are near the bottom of the document and contain comments so you can easily identify which CSS applies to which size. If you have CSS styles that should only apply to a particular size, only write them in the size you need to target. If you have CSS styles that should apply to every size, write them above the media query section.

“style.css” is mainly used for styling the collapsed banner, but does have some CSS for styling the dock and the dock toggling button based on the size of the screen. It also contains CSS resets to make sure your ad looks as consistent as possible in different browsers.

style/apps.css

The “apps.css” file is primarily used for changing the style of the apps in the expanded panel. It is separate from the “style.css” file so it can be loaded politely.

Customizing Apps

Each app has settings that can be modified in the “apps.js” file. Most apps have the following the following properties:

Property	Description
label	The label that is shown under the app icon, such as “Contact”.
wallpaper	The URL for background image used in the app.

Apps that are built using Sizmek blocks also commonly contain the following properties:

Property	Description
appId	The ID of the app used in the apps array. This name must match the name used in the apps array that determines the presence and

ordering of the apps. For example, "twitter".

container	The id of the div that will contain the app, such as "DGTwitterContent-root". You can see all of the app divs in the index file.
preloadQueue	An array of objects pointing to stylesheets and scripts that need to be loaded in order for the block to function. Each object should have a URL property pointing to the file that needs to be loaded, and a target property which tells the preloader where to place the script or style tag. Most items are loaded into the head of the document.
block	Contains properties for identifying and setting up the block.
block.class	Contains the class name of the block, such as "dg_TwitterFeed", "dg_StoreLocator", and "dg_ImageGallery". This must match the class name used to create a new instance of the block.
block.instanceName	Contains the instance name for the block class instance. This is different from the block class name. You can give the instance any valid variable name.
block.config	The config property contains all of the configuration properties that are used in the block. Information on configuration properties can be found in the documentation for each block and are beyond the scope of this document.
onHide	An optional function that will be called when the app is hidden. The Video app uses it to pause the video when the user goes to another app.

The apps that are not built using blocks do not have separate documentation, so we will cover their settings here.



Contact

The Contact app allows users to contact an advertiser by phone or e-mail. The Contact app has the following unique properties:

Property	Description
phoneNumber	A phone number the user can tap to call.
email	An e-mail address the user can tap to e-mail.



Facebook

The Facebook app links to a Facebook page. The Facebook app has the following unique properties:

Property	Description
link	A link to a Facebook page.



YouTube

The YouTube app links to a YouTube page. The YouTube app has the following unique properties:

Property	Description
link	A link to a YouTube page.



Twitter

The Twitter app allows you to pull a Twitter feed into your ad. The Twitter block uses a service called FileSnap to pull tweets into the ad without breaking Twitters terms of use. The FileSnap service may have an additional fee. Please refer to documentation for the HTML5 Twitter block to configure the app.



App

The App app allows you to link to an app in the application store for a variety of devices. The App app has the following unique properties:

Property	Description
iphoneWallpaper	The wallpaper URL to use on iPhones and iPods.
ipadWallpaper	The wallpaper URL to use on iPads.
androidWallpaper	The wallpaper URL to use on Android devices.
winphoneWallpaper	The wallpaper URL to use on Windows phones.

defaultWallpaper	The wallpaper URL to use on other browsers and devices.
iphoneLink	The App Store link for use on iPhones and iPods
ipadLink	The App Store link for use on iPads.
androidLink	The Google Play link for use on Android devices.
winphoneLink	The Windows Phone App store link for use on Windows Phones
hideWhenDefault	A Boolean that determines whether the App app should be hidden if is not on a device with a supported app store.



Maps

The Maps app allows you to display locations, such as stores, that are near a user or given location. The Maps app uses MapQuest by default. **Additional fees and back-end setup may be required.** Please refer to documentation for the HTML5 Store Locator block to configure the app.



Photos

The Photos app allows you to display a gallery of photos. Please refer to documentation for the HTML5 Photo Gallery block to configure the app.



Pinterest

The Pinterest app allows users to pin images to their Pinterest boards. Please refer to documentation for the HTML5 Pinterest block to configure the app.



Weather

The Weather app allows display weather conditions near a user or given location. **Additional fees and back-end setup may be required.** Please refer to documentation for the HTML5 Pandora Weather block to configure the app.



Video

The Video app allows you to display a video with a custom video player. The App app has the following unique properties:

Property	Description
block.config.width	The width of the video app in pixels.
block.config.height	The height of the video app in pixels.
block.config.video	Contains an object that has the video mp4 URL and the caption that should be shown with the video.
block.config.actionRegister	Contains your video clickthrough tracking function.



Custom

The Custom app is a blank slate that you can customize. If you want to change the name of the Custom app do a search for the variable “custom” in “apps.js” and replace it with your desired name and label. You will find logic for the custom app towards the bottom of the “apps.js” file. It includes functions for loading, starting, handling clicks, and hiding the app.

Customizing Apps Which Use Blocks

You can find all of the blocks that are used in apps in the “blocks” folder. You will find scripts, stylesheets, and any other assets used in each block. If you want to customize these files, please download and read the documentation for the block you would like to customize.

Customizing IAB Mobile Pull Graphics

The graphics for the IAB Mobile Pull are all in the “images” folder. The images folder contains images used for the ad as a whole, as well as a few images used for apps. App-related icons, wallpapers, and UI can be found in the “images/apps” folder. Please note that the app icons correspond with the app names in the “apps.js” file. For

example, the icon for the “twitter” app is “twitter-icon.png” and the icon for the “weather” app is “weather-icon.png”. This allows the script in “apps.js” to automatically find the correct icon for each app based on name.

Many graphics used in apps that are built using blocks can be found in their respective folder within the “blocks” folder.

Setting Up a IAB Mobile Pull in the Sizmek Platform

To set up an IAB Mobile Pull 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 Pull**. The following custom script will automatically be applied in the **Advanced Features** section of the ad settings:

```
http://ds.serving-sys.com/BurstingRes/CustomScripts/iab_mobile_pull.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 match the collapsed size of the ad.

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 Pull Interactions	Description
Select_pinterest	Tracks opening the Pinterest app.
Pinterest_Button_Clicked	Tracks clicks on the “Pin it” button.
Select_app	Tracks opening the App app.
Click_App	Tracks clicks to an undefined app.
Click_androidApp	Tracks clicks through to the Android app.
Click_defaultApp	Tracks click to the default app.
Click_iphoneApp	Tracks clicks to the iPhone app.
Click_winphoneApp	Tracks clicks to the Windows Phone app.
Select_contact	Tracks opening the Contact app.
Click_Email	Tracks clicks to e-mail.

Click_Phone	Tracks clicks to make a phone call.
Select_facebook	Tracks opening the Facebook app.
Click_Facebook	Tracks clicks to Facebook.
Select_weather	Tracks opening the Weather app.
Weather_Block_Click	Tracks weather block clickthrough.
Select_youtube	Tracks opening the YouTube app.
Select_twitter	Tracks opening the Twitter app.
Click_Twitter	Tracks clicks to Twitter.
Twitter_Link_In_Tweet_Clicked	Tracks clicks on a link in a Tweet.
Twitter_Reply_Clicked	Tracks clicks to reply to a Tweet.
Twitter_Retweet_Clicked	Tracks clicks to Retweet.
Select_photos	Tracks opening the Photos app.
Image_Gallery_ClickThrough_1	Tracks clicking through on the second image gallery image.
Image_Gallery_ClickThrough_2	Tracks clicking through on the third image gallery image.
Image_Gallery_ClickThrough_3	Tracks clicking through on the fourth image gallery image.
Image_Gallery_ClickThrough_4	Tracks clicking through on the fifth image gallery image.
Image_Gallery_Navigated_To_0	Tracks navigating to the first image.
Image_Gallery_Navigated_To_1	Tracks navigating to the second image.
Image_Gallery_Navigated_To_2	Tracks navigating to the third image.
Image_Gallery_Navigated_To_3	Tracks navigating to the fourth image.
Image_Gallery_Navigated_To_4	Tracks navigating to the fifth image.
Select_video	Tracks clicking to the Video app.
Click_To_Video_0	Tracks clicking to show the video.
Select_custom	Tracks clicking to the Custom app.
Select_maps	Tracks opening the Maps app.
Store_Locator_GetDirectionsClicked	Tracks getting directions in the Maps app.
Store_Locator_LocationMarkerClicked	Tracks clicking on a location in the Maps app.
Store_Locator_SearchByUserInput	Tracks searching manually in the Maps app.
Store_Locator_SearchByUserLocation	Tracks searching by geolocation in the Maps app.
Select_Dock_Navigated_To_0	Tracks navigating to the first dock.

Select_Dock_Navigated_To_1	Tracks navigating to the second dock.
Select_Dock_Navigated_To_2	Tracks navigating to the third dock.
Select_Dock_Navigated_To_3	Tracks navigating to the fourth dock.
Select_Dock_Navigated_To_4	Tracks navigating to the fifth dock.
Select_Dock_Navigated_To_5	Tracks navigating to the sixth dock.
Select_Dock_Navigated_To_6	Tracks navigating to the seventh dock.
Select_Dock_Navigated_To_7	Tracks navigating to the eighth dock.
Select_Dock_Navigated_To_8	Tracks navigating to the ninth dock.
Select_Dock_Navigated_To_9	Tracks navigating to the tenth dock.

Change Log

Release: June 11, 2014

- Sizmek rebranding.
- IAB Mobile Pull is now a custom format separate from the HTML5 Single Expandable Banner.
- Fixed issue in mobile Chrome which made it difficult to switch between apps.
- Updated Store Locator block.
- Fixed issue on iPad where full screen panel would not resize and position properly when the keyboard is in use.
- Ad now prevents user from scrolling or dragging publisher site while ad is expanded.
- E-mail clickthrough bug fixed in Chrome on Android 4.2.2.

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