Sizmek Formats

IAB Slider

Build Guide

Sizmek™

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Overview

The IAB Slider is a banner that resizes to the full width and height of the screen. The user drags and releases the “open” button to reveal the expanded content that slides into view. When the ad is closed, the ad slides back and returns to its original collapsed banner state.

The default template includes an embedded HTML5 video element, but the template’s content may be customized to include any required elements as long as it does not change the required functionality.

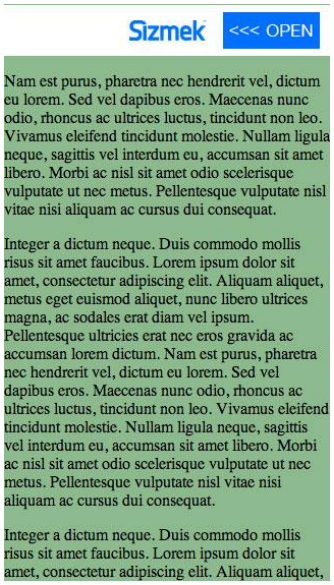
There are 4 versions of the Slider format. For mobile phones there are:

- IAB Mobile Slider Expand Down
- IAB Mobile Slider Expand Up

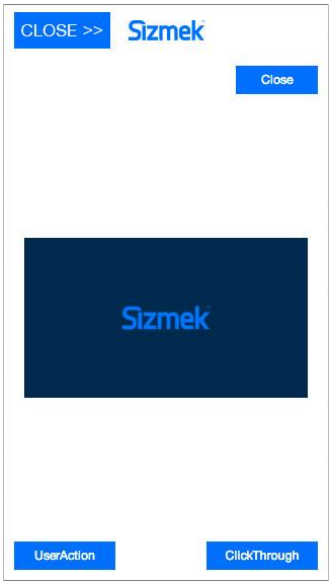
Tablets can use the following templates:

- IAB Tablet Slider Expand Down
- IAB Tablet Slider Expand Up

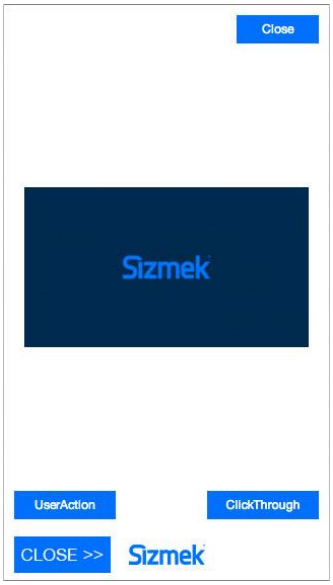
The mobile slider in its collapsed state.



The mobile slider expanded downwards.



The mobile slider expanded upwards.



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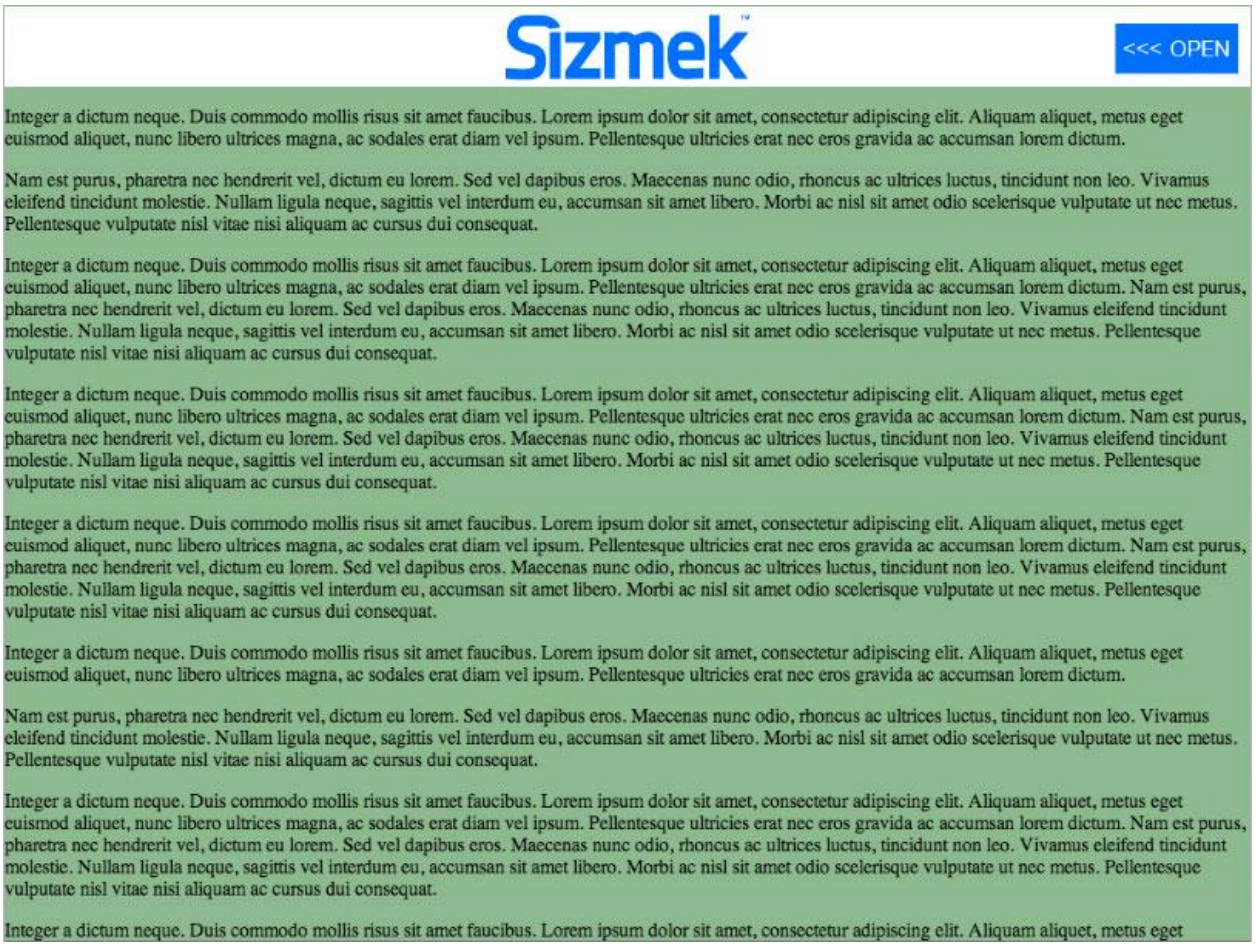
The tablet slider in its collapsed state.



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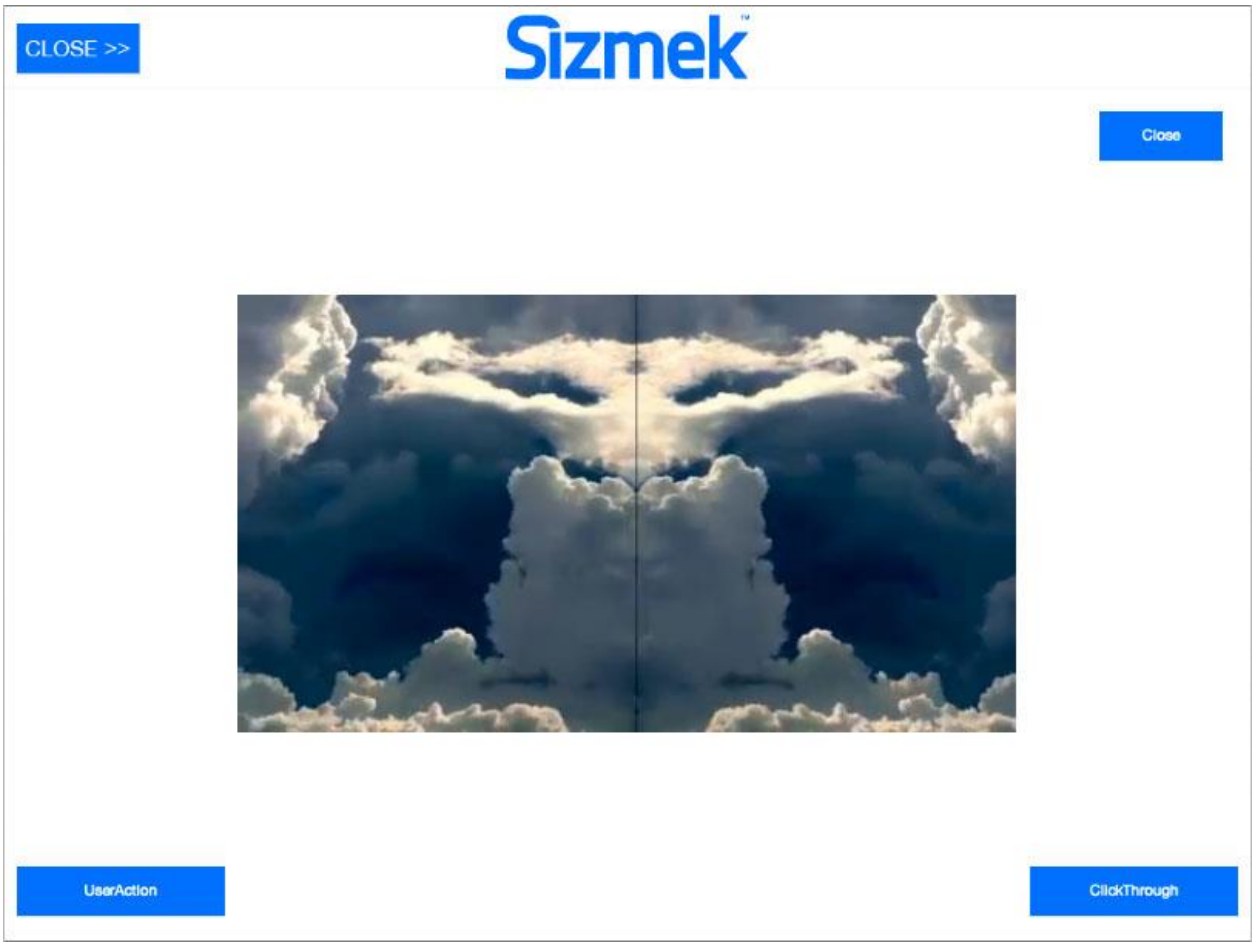
The tablet slider expanded downwards.



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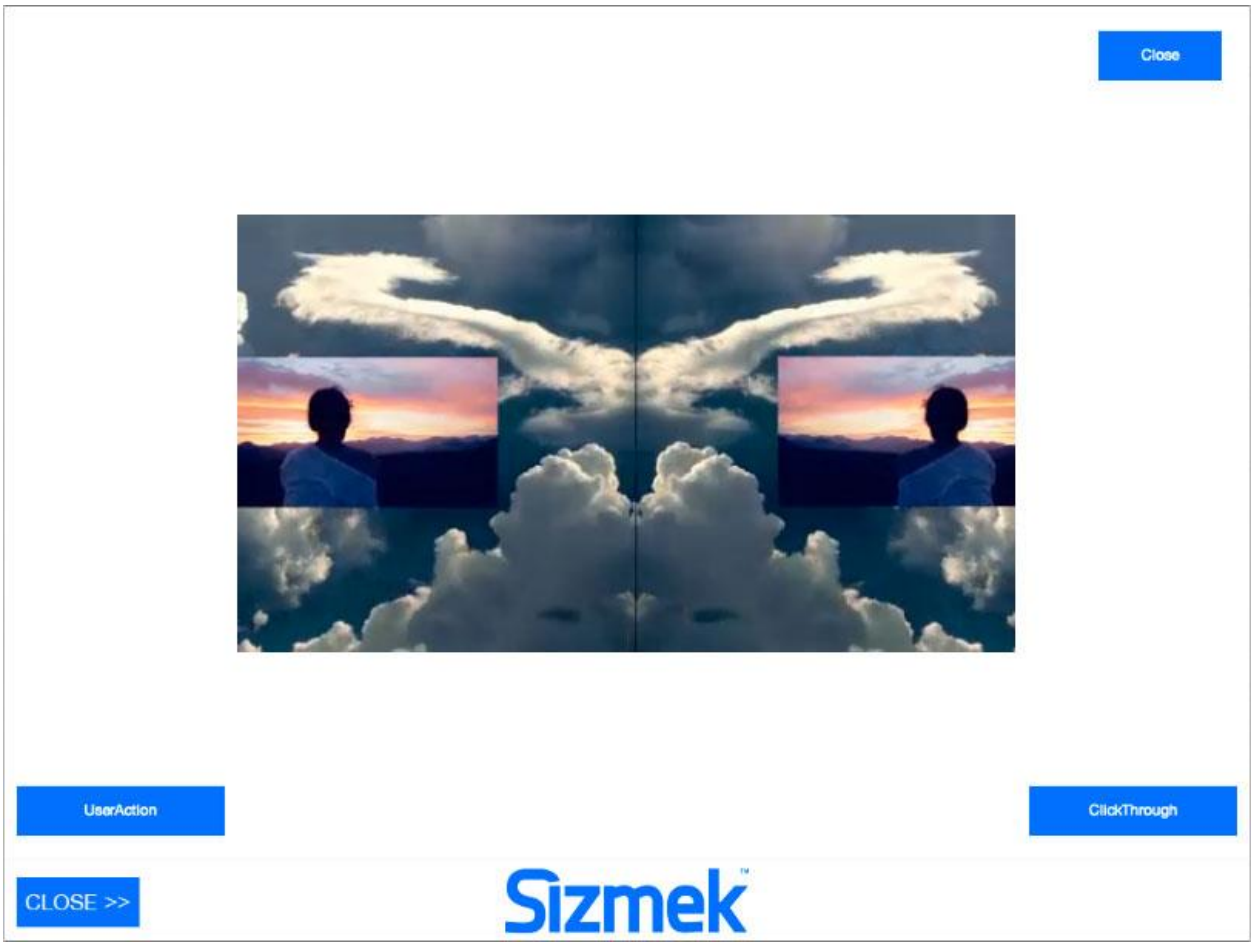
The tablet slider expanded upwards.



For any of these formats, the slider may be closed by either sliding the “close>>>” button back to the right or by clicking on the “CloseAd” button in the panel. There is also a “UserAction” button as well as a Click-through button on all the default templates.

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Supported Platforms

Platform	Supported Versions
iPad	iOS 5.0 and later
Android	Android 2.3 and later

Recommended Specs

Format: In-Page Expandable

Ad Size: Full Screen Width x 66px (tablet) or 50px (mobile)

Expanded Dimensions: Full Screen Width x Full Screen Height

Required: A close button must always be present in top-right corner of the ad.

Interaction Restrictions: Slide to expand.

Metrics: All standard reporting metrics are supported.

Implementing an IAB Slider

Before you Begin

Make sure you have the following resources available:

- The IAB Slider format workspace (from one of four templates available). To download a workspace, please visit the Formats & Features tab of the Creative Zone.

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.
style.css	The style sheet for the ad and its elements.
script.js	The JavaScript file containing code that controls the interactive elements of the ad.

Images

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The following image template files are included:

File Name	Description
images/close.png	The close button used to slide the ad to a collapsed state. Uses the **slider** CSS ID.
images/default_image_1024x66.gif	(Tablet only) The image is shown if the ad is not displayed.
images/default_image_320x50.gif	(Mobile only) The image is shown if the ad is not displayed.
images/open.png	The expand button to slide expand the ad from the collapsed state. Uses the **slider** CSS ID.
images/poster.jpg	The poster image displayed when video is not playing.
images/poster_plain.jpg	The poster image without a play button icon (for devices that have their own play button over the poster image).

Videos

The following video template files are included:

File Name	Description
video/video.mp4	Default video used in the template.
video/video.webm	Default video used in browsers that don't support mp4.

Customizing an IAB Slider in HTML

All of the IAB Slider functionality is programmed in the template files. The only changes you will need to make are to the loaded image and video assets and their respective styles.

To customize the IAB Slider:

1. Open **index.html, script.js,** and **style.css** in an HTML-authoring environment. The code contains several comments that explain how the ad is initialized and plays out.
2. Replace the template's image files with your campaign's images.
3. If you change any of the file names, make sure to find all references to the old file names in index.html and style.css and replace them with the new file names.

   For a list of all relevant images, their locations in the workspace, and their descriptions and usage within the creative, see Included Template Files: Images.
4. If any of your images are of different sizes than those included with the template, edit their height and width properties in **style.css**.
5. Replace the template's video files with your campaign's video(s). Make sure to change the **video** ID CSS in the **style.css** file. Explicit video dimensions are specified in the media query CSS at the top of the file.

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6. If your video file has a different file name than the template's video, find the following code in **index.html** and then edit the file name (highlighted):

```
<video id="video" webkit-playsinline src="video/video.mp4">
```

7. There are variables in the **index.html** that can be used to control a number of ad behaviors. For example, you can change whether the panel expands above or below the banner by changing the value of `DOES_AD_EXPAND_UP` to '`true`' or '`false`', respectively. You can also control whether the ad locks scrolling when it is expanded by changing the value of `IS_SCROLLING_LOCKED_WHEN_EXPANDED`.
8. If you would like to change how the ad looks in different screen sizes, change the CSS media queries in **style.css**.

If you have some knowledge of HTML, you can further customize the ad's look and feel as necessary.

Testing Your IAB Slider

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. Note that some of the methods in **script.js,** such as EB._sendMessage, rely on applying a custom script to the ad, generating a tag, and placing the ad on a test page. These methods will not work as expected prior to that step.

Setting Up a IAB Slider in the Sizmek Platform

To set up an IAB Slider 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.
2. In the Sizmek platform, under **Creative Assets**, create a new Workspace by uploading the ZIP file.
3. Under the **Ads** section, create a new ad.
   Fill out the form. Set Ad Format to IAB Slider. The following custom script will appear in the Advanced Settings tab when you save your ad: http://ds.serving-sys.com/BurstingRes/CustomScripts/iab_slider.js
4. Choose your workspace and default image.
5. Save the ad.
6. 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**. 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.

Reported Interactions

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

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General Ad Interactions	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)
ebUniqueVideoStarted	Video playback has started (sent only the first time per session)
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 (always sent on iOS and Android)
ebVideoMute	User has muted the video sound (not reported on iOS and Android)
ebVideoUnmute	User has unmuted the video sound (not reported on iOS and Android)
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
ebAboveTheFold	Ad was displayed on screen without scrolling (unique per impression)
ebAboveTheFoldDuration	Total time the ad was displayed above the fold
ebVideoAssetDuration	Total reported playback time for each individual video

Change Log

Release May 23, 2014

- Sizmek rebranding
- Removed gap between banner and panel.
- Created IAB Slider format on the Sizmek platform , which will automatically apply the correct custom script.

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