HTML5 Single Expandable

Build Guide

Sizmek™

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Overview

The HTML5 Single Expandable is a base format available on the Sizmek platform for expanding a banner to an expanded panel through use of a Single Panel.   Various sizes are available to cover a wide array of browsers, tablets and mobile devices. The ad loads in the collapsed state. The ad can either be expanded or clicked through to another site by tapping the buttons.

Although the HTML5 Single Expandable is not a Custom Format (it's a base format), it's suggested that the templates from the Creative Zone be used for all HTML5 Single Expandable ad executions since they have been consistently maintained and tested and had new capabilities built in such as the support for running on both mobile web and MRAID in APP executions.
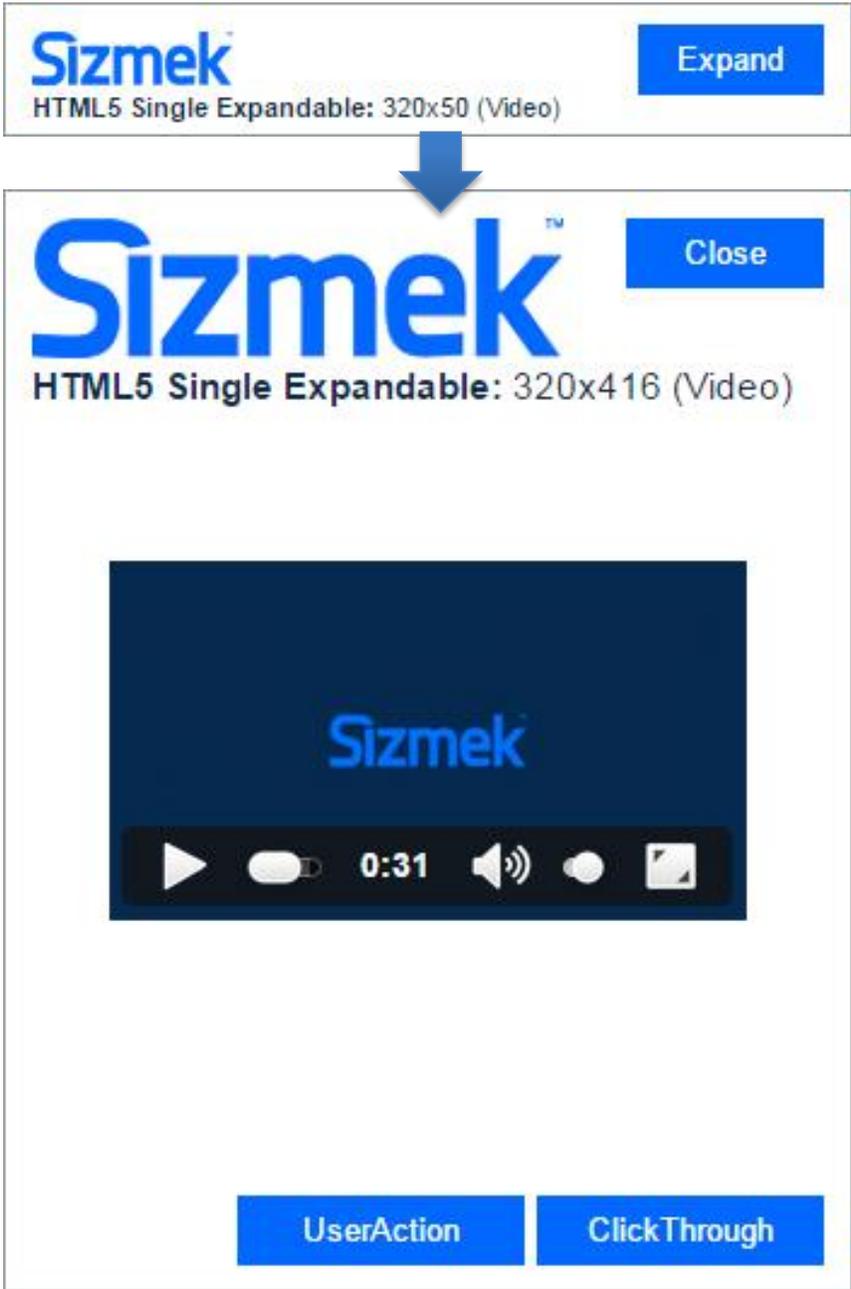
From the expanded state, the user may either click the **UserAction** button or close the ad and return to the collapsed state. Clicking the **UserAction** button sends a custom interaction and is tracked in reports. Some expandable templates contain a video player, which is set up to track video interactions.

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

HTML5 Single Expandable Dimensions

Banner Size	Expanded Size	Video
160x600	300x600	No
160x600	300x600	Yes
300x50	300x300	No
300x50	300x300	Yes
300x250	500x250	No
300x250	500x250	Yes
320x50	320x416	No
320x50	320x416	Yes
728x90	728x200	No
728x90	728x200	Yes

The following illustrations show the collapsed and expanded states of the 320x50 to 320x416 expandable with video:

Supported Platforms

Platform	Supported Versions
iPhone	iOS 5.0 and later, **including inAPP (MRAID)**
iPad	iOS 5.0 and later, **including inAPP (MRAID)**
Android	Android 2.3 and later (including tablet), **including inAPP (MRAID)**
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

Demos/Downloads

To download a template, view a demo of the Butterfly templates 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

- In some versions of iOS and Android, the video will play in full-screen, then reset back to a time of 0 when exiting full-screen. This is a nature of the native video player.

Implementing a HTML5 Single Expandable

Before you Begin

Make sure you have the following resources available:

- A HTML5 Single Expandable 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.

Styles

The following CSS files are included:

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

Scripts

The following JavaScript files are included:

File Name	Description
scripts/script.js	Example code for the template
scripts/EBLoader.js	A script that loads EBLoader securely or insecurely.

Images

The following image template files are included:

File Name	Description
images/backup.jpg	The image is shown: • If the ad is not displayed • As a wallpaper for the ad in the collapsed state.
images/logo.png	The Sizmek logo.
images/poster.jpg	The poster image for the video.
images/play.png	The play button that overlay the poster image when video shows in App.

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 Single Expandable

All of the HTML5 Single Expandable 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
ad	Div containing the entire ad.
banner	Div containing the banner.
expansion	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.
initVideo	Initialize the video, this function will also detect if the ad is served in App (MRAID) and insert the video code that use for MRAID other than just use regular HTML5 video embed.
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.

Expanding Up or Left

If you want to expand up or left, you will need to modify the JavaScript and CSS.

In the JavaScript (in index.html), you will have to change the parameters in the EB.initExpansionParams function.

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EB.initExpansionParams(x, y, width, height);

x: The number of pixels to expand to the left.
y: The number of pixels to expand upwards.
width: The expanded width of the ad.
height: The expanded height of the ad.

If you have a 300x250, and you want your ad to expand to the left, or down, set x and y to 0. For example, to expand to 500x500, you would use:

EB.initExpansionParams(0, 0, 500, 500);

If you want to expand upwards, you would expand 250 pixels above the collapsed banner, so your expansion parameters would become:

EB.initExpansionParams(0, 250, 500, 500);

You get 250 by subtracting the height of the banner from the height of the panel, which is 500 minus 250. Please note that if your ad is expanding upwards, you want to make sure your collapsed banner graphics are aligned to the bottom of the ad. Otherwise they may be hidden in the unexposed panel section of the ad. To align the collapsed banner graphics to the bottom of the ad in the template, add the following CSS properties to the #ad.collapsed selector in style.css:

position: absolute;
bottom: 0;

If you also want to expand left, you would be expanding 200 pixels to the left of the banner, so your expansion parameters would become:
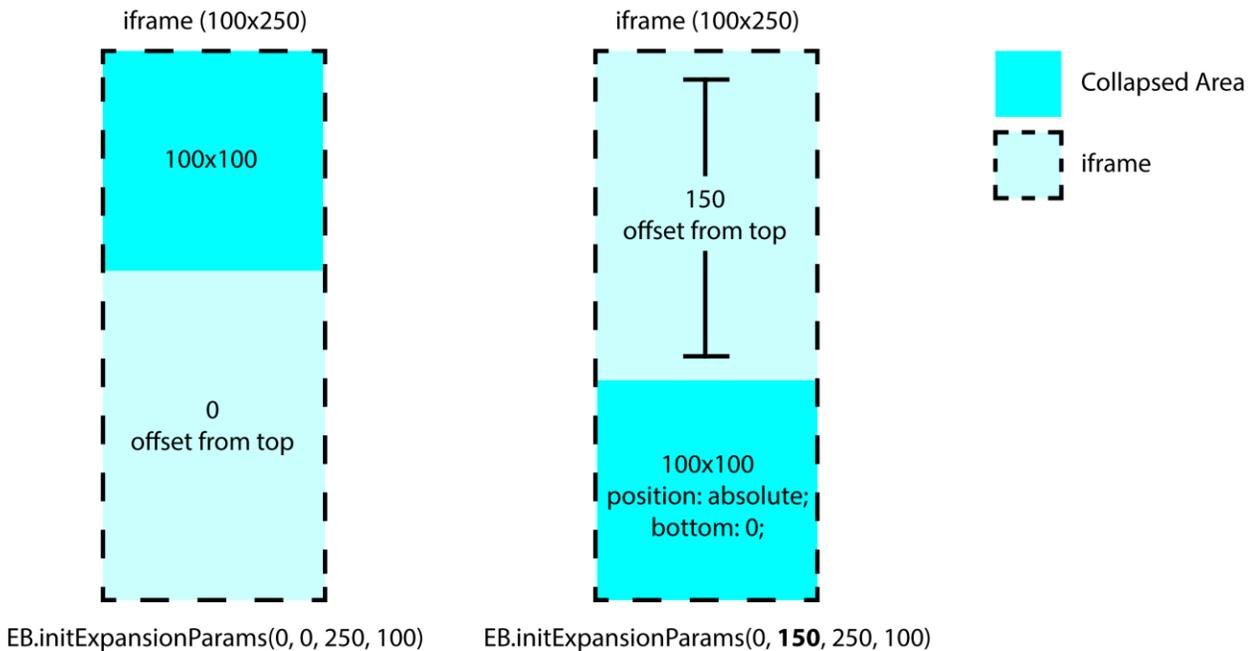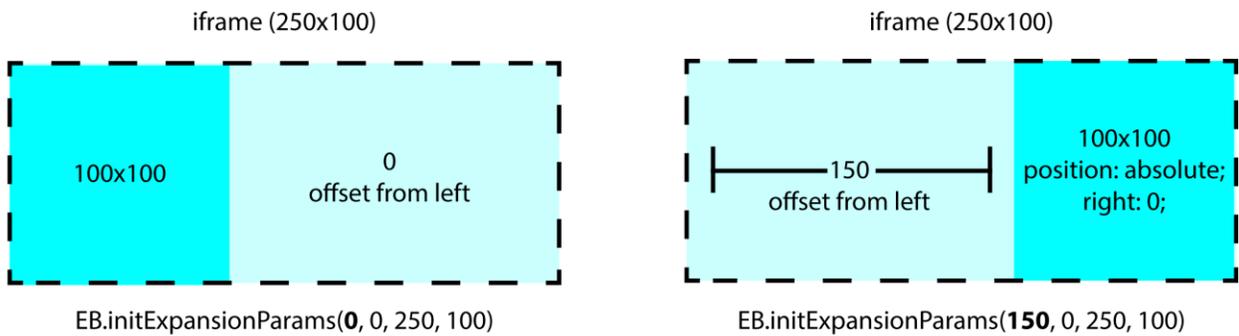
EB.initExpansionParams(200, 250, 500, 500);

You get 200 by subtracting the width of the banner from the width of the panel, which is 500 minus 300. Please note that if your ad is expanding left, you want to make sure your collapsed banner graphics are aligned to the right of the ad. Otherwise they may be hidden in the unexposed panel section of the ad. To align the collapsed banner graphics to the right of the ad in the template, add the following CSS properties to the #ad.collapsed selector in style.css:

position: absolute;
right: 0;

Here is a diagram showing the expansion parameters for a 100x100 banner expanding to 250 pixels width or height in each direction:

iframe (250x100)

100x100   0
offset from left

EB.initExpansionParams(**0**, 0, 250, 100)

iframe (250x100)

├──150──┤
offset from left

100x100
position: absolute;
right: 0;

EB.initExpansionParams(**150**, 0, 250, 100)

iframe (100x250)

100x100

0
offset from top

EB.initExpansionParams(0, 0, 250, 100)

iframe (100x250)

150
offset from top

100x100
position: absolute;
bottom: 0;

EB.initExpansionParams(0, **150**, 250, 100)

Collapsed Area

iframe

Module

Some in App SDK such MRAID require the ability to externally expand and collapse Sizmek ads. 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.

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

This module already exists in the HTML5 Single Expandable template. To use other modules, such as video, add them to the EBModulesToLoad array. If you do not need this functionality, you can remove the EB Command Module by deleting 'EBCMD' from the EBModulesToLoad array.

Testing Your HTML5 Single Expandable

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 a HTML5 Single Expandable in the Sizmek Platform

To set up a HTML5 Single Expandable 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 **HTML5 Single Expandable**.
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 **320x50 (or the size you are using)**. 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 Custom Interactions

Currently, there are no custom interactions reported in the template, however, ad developers can always add their own custom interactions by using the following call.

```
EB.userActionCounter();
```

Change Log

<u>**October 21, 2014**</u>

- Renamed the template workspaces from HTML5 Expandable Banner to HTML5 Single Expandable to align better with the format naming already used on the Sizmek Platform

- Added support for MRAID video so the templates will work in APP or in mobile browser.

<u>**April 30, 2014**</u>

- 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

<u>**March 10, 2015**</u>

- Modified template so it can load EBLoader.js in secure or insecure environments.

- Fixed bug in iOS Safari in which video controls are not centered horizontally when the video is less than 260px wide.

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