Adform – AdTiles (300x250 > 300x1000)

on (release) {
getURL(_root.clickTAG, "_blank");

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AdTiles (300x250 > 300x1000)

The format consists of the following parts:

- Four vertically tiled 300 (w) x 250 (h) panels each expanding down below the previous one;
- Video (optional).

User Experience

A user opens the webpage and sees the initial 300x250 banner in the placement. On button click, the initial panel expands down and reveals another 300x250 panel below. All in all, four vertically tiled/expanded panels can be displayed. The ad can offer additional flash, video or other rich media experience. It accommodates a link to the predefined landing page. The panels remain expanded until the "Close" button is clicked, closing a single panel. The ad expands as many times as the user clicks the buttons.

Creative assets

The following items are to be delivered by a creative agency:

- 300 (w) x 1000 (h) swf file;
- 300 (w) x 250 (h) backup image file;
- Optionally, if the creative includes video, follow the submission guidelines below.

Specs

- Click on the call to action button to expand, click on "Close" button to collapse.
- 14pt "Close" button required on expanding panels.
- Expand direction: down.
- Landing page opens in a new window.

Audio

- Available on user initiation only (click). Off by default.
- Audio mute button control required.
- All audio must be muted or paused on click-through.

Video

- Max video duration: 30 sec. Replay allowed with user initiation.
- Play/Pause and Mute/Unmute button controls required.
- Max weight: 2.2 MB.

Adform Creative Toolkit

It is highly recommended to use Adform Creative Toolkit extension for Flash and/or the template to produce this single-file expanding banner fully compliant with the specs. Download the latest version of Adform Creative Toolkit here: http://test.adform.com/testpage/

The Creative Toolkit auto-implements the required ActionScript commands on the flash files. Once exported, the assets are ready to be uploaded to the Adform system.

Alternatively, if you prefer to create the ads without the Creative Toolkit, follow the instructions on Adform Test and Support Center: http://test.adform.com/testpage/banner-specifications/

Other

For any questions please contact traffic@adform.com