

ADTECH

User Guide

Prestitial WebOver

ADTECH IQ

16-09-2015

ADTECH GmbH

Webover – Prestitial Banners

Introduction

The Prestitial is a full page ad experience which appears before the content page.

The Webover is a full page ad experience which appears when the guest is into the content page. The ad displays to the guest for x seconds. The guest may also press a "Close" button to continue onto the content.

Specs

Dimensions	800x600
File format	HTML5
Max file size	<=250 KB
Max duration	15s
Frequency Cap	Advertiser decision
Audio	Mute on start
Third-party Ad-serving	This AD placement can be serverd by Adtech
Testing	All creative must function uniformly on both MAC and PC platforms as well as multiple Browser versions of Internet Explorer, Firefox, Chrome, Mozilla and Safari.
Close Button	Please see below
Clicks	Please see below

Introduction

This topic describes the requirements for uploading an HTML5 on Adtech IQ.

Tag For Close Button

- The banner doesn't need to have the basic structure of an HTML5 file. (the elements html, head, title, body etc.).
- Put all necessary scripts within the index.html file (root directory).
- Put all jpeg/png files into the root directory, do not use a folder structure.
- Use unique identifiers, classes, variables and function names per banner.
- Please include the target URL inside the HTML5 file (real or dummy)
- If the files are served by Adtech you need to include the variable “**_ADPATH_**” before the filename.
- To be able to count click the variable “**_ADCLICK_**” must be inserted before the target URL.