

Sizmek Formats

HTML5 Responsive Skin

Build Guide

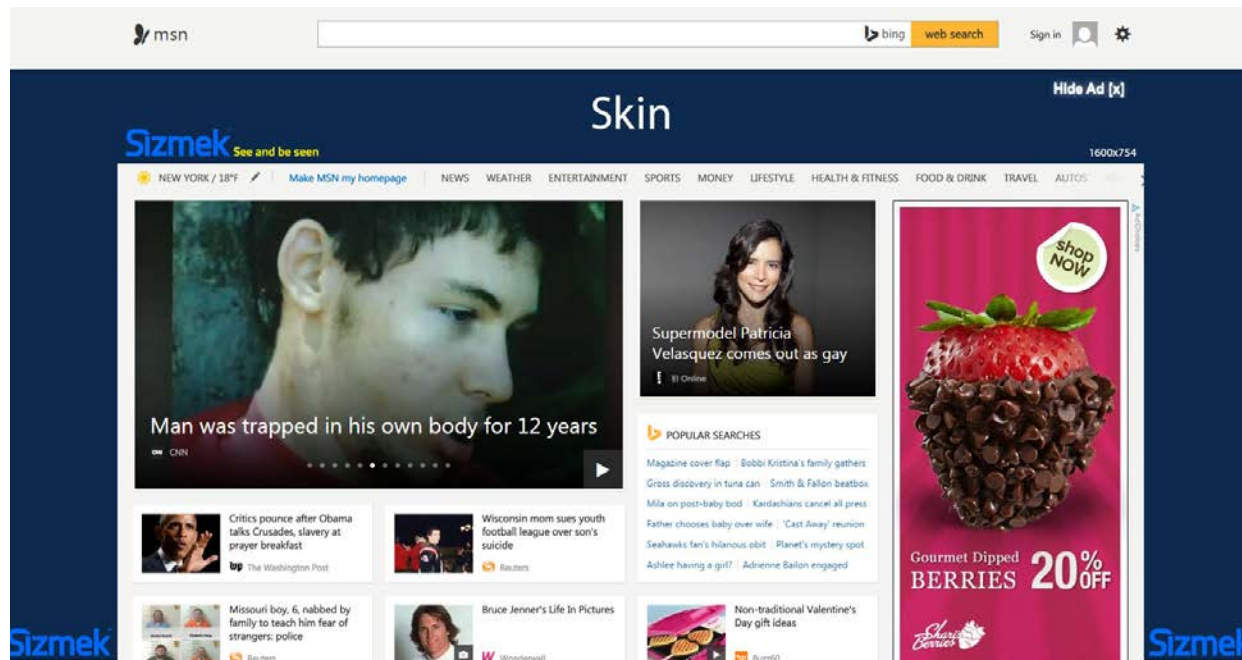
SizmekTM

Table of Contents

Overview.....	2
Supported Platforms	4
Demos/Downloads	4
Known Issues	4
Implementing a HTML5 Responsive Skin Format.....	5
Included Template Files.....	5
HTML.....	5
Styles.....	6
Scripts	6
Images.....	6
Customizing HTML5 Responsive Skin Format in HTML	7
To customize the HTML5 Responsive Skin:	7
Header Panel	8
Left Gutter Panel	10
Right Gutter Panel	11
Leave Behind Panel.....	13
Setting Up HTML5 Responsive Skin Format in Sizmek MDX.....	15
Reported Custom Interactions.....	17
Change Log	18

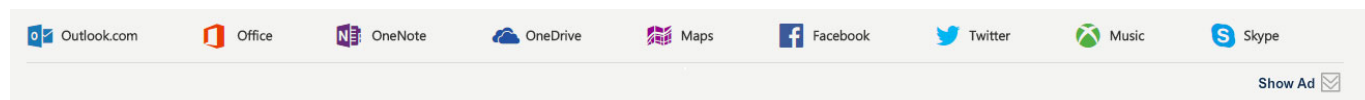
Overview

The HTML5 Responsive Skin is a format which dynamically updates the skin around page content.



The Format changes the skin dimension according to content dimension. When the page content is larger, a larger skin will be used and likewise, a smaller skin will be used when the page content is smaller. Content dimensions also change when the browser is resized or when the orientation of a device is altered (as in the case with Surface tablets and iPads). If the publisher's page does not provide any information about the size of the content width, then the browser's width is used to determine which skin to show. The format uses a 2x2 tag.

This format has a "hideAd[x]" button. It collapses the skin ad shows the "showAd" button. "showAd" button reopens the skin again. The ad remembers the expand/collapse state for 1 day. If the user collapses the ad skin and revisits the site within a day it doesn't show the skin.

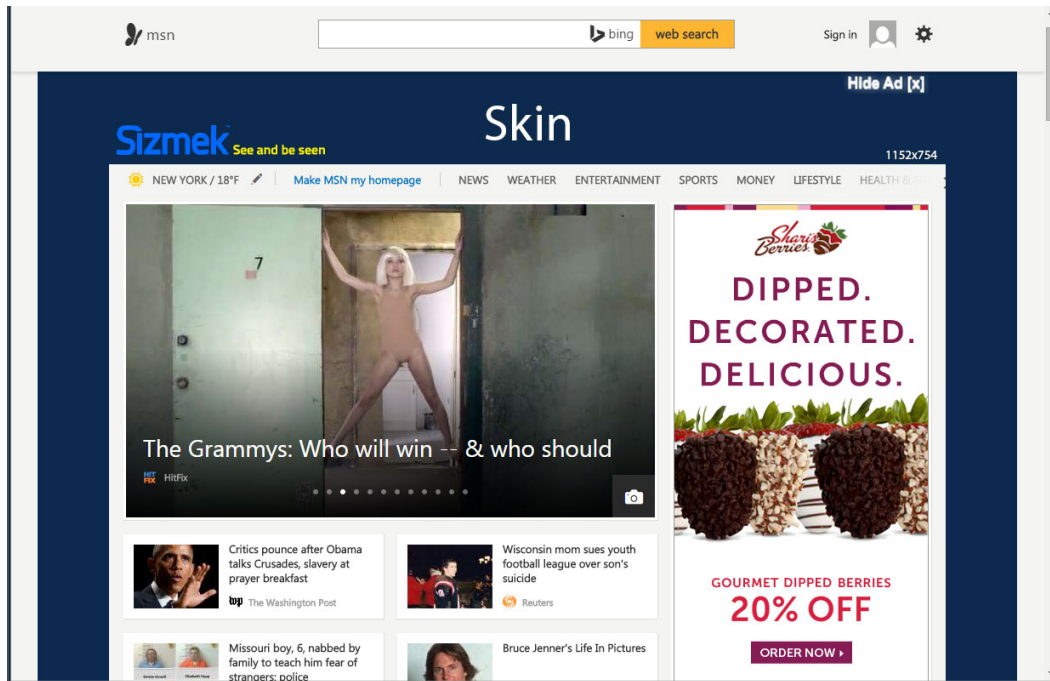


Skin's top 120px area fires clickthrough. There are no clickthroughs on left and right side of the skin.

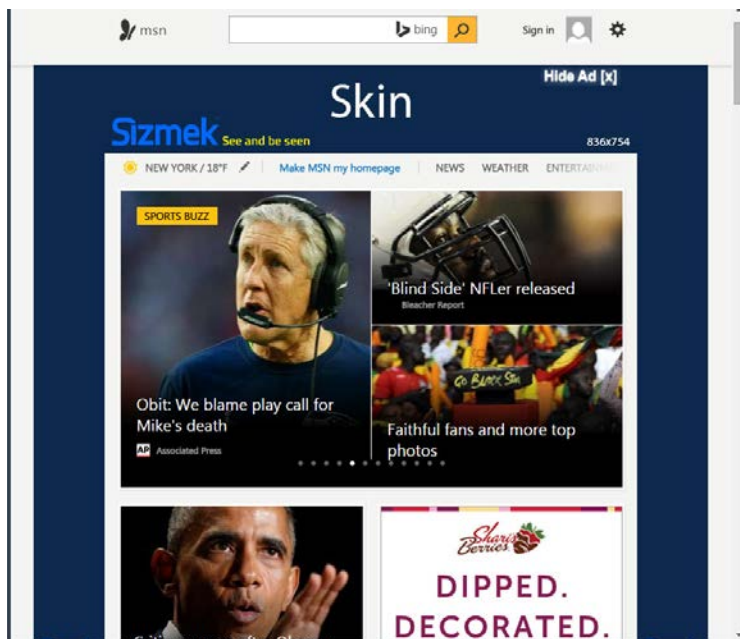


Here are a couple of screenshots that show the HTML5 Responsive Skin in different sizes:

1152x754



836x754



Supported Platforms

Platform	Supported Version
Windows	Internet Explorer 8+, Firefox, Chrome, Safari
Mac	Safari, Firefox, Chrome
Tablet	iPad with iOS 6 and up Android Tablet with Android 4.0 and up Surface Tablet 8.0+ Note: Supported in Mobile browsers only and not in Apps

Demos/Downloads

To download a template, view a demo of the HTML5 Responsive skin templates or get the latest copy of the build guide, please visit the Sizmek Template Portal in Quickbase. In the future, it may be added to the "[Formats & Features tab of the Creative Zone](#)". For more information, contact your Creative Development Specialist.

Known Issues

- Normally, Sizmek MDX does not support HTML5 ad delivery for IE8, this format using particular method to make the ad displayed for IE8, however, there will be no interaction report for IE8.

Implementing a HTML5 Responsive Skin Format

Before you Begin

Make sure you have the following resources available:

- The HTML5 Responsive Skin format workspace that is applicable for your campaign. Download the workspace from the Formats & Features tab of the Creative Zone and extract it, preserving the directory structure.

Included Template Files

HTML

The following HTML template files are included:

File Name	Description
index.html	The HTML file for the banner.
panels/header/index.html	The HTML file for the header section.
panels/header/header_for_IE8.html.html	The HTML file for the header section for the IE8 ONLY.
panels/left_gutter/index.html	The HTML file for the left gutter section.
panels/left_gutter/leftGutter_for_IE8.html	The HTML file for the left gutter section for the IE8 ONLY.
panels/right_gutter/index.html	The HTML file for the right gutter section.
panels/right_gutter/rightGutter_for_IE8.html	The HTML file for the right gutter section for the IE8 ONLY.
panels/leave_behind/index.html	The HTML file for the "leave_behind" section.
panels/header/leave_behind_for_IE8.html.html	The HTML file for the "leave behind" section for the IE8 ONLY.

Styles

The following CSS template files are included

File Name	Description
styles/common.css	The style sheet for all html files.
panels/header/styles/style.css	The style sheet for the header panel.
panels/left_gutter/styles/style.css	The style sheet for the leftGutter panel.
panels/right_gutter/styles/style.css	The style sheet for the rightGutter panel.
panels/leave_behind/styles/style.css	The style sheet for the leaveBehind panel.

Scripts

The following JavaScript template files are included

File Name	Description
panels/header/scripts/script.js	The JavaScript for the header panel.
panels/left_gutter/scripts/script.js	The JavaScript for the leftGutter panel.
panels/right_gutter/scripts/script.js	The JavaScript for the rightGutter panel.
panels/leave_behind/scripts/script.js	The JavaScript for the leaveBehind panel.

Images

The following image template files are included in the images folder:

File Name	Description
images/2x2.gif	Backup image.

panels/leave_behind/ images/showAd.png	The leave behind (showAd button) image.
panels/header/images/ hide_ad.png	The "hideAd" button image.
panels/ images/ 836x754_Sizmek.jpg	The skin image for header, left gutter and right gutter.
panels/ images/ 942x754_Sizmek.jpg	The skin image for header, left gutter and right gutter. (Used only in IE10 and above as required for MSN)
panels/ images/ 1152x754_Sizmek.jpg	The skin image for header, left gutter and right gutter.
panels/ images/ 1264x754_Sizmek.jpg	The skin image for header, left gutter and right gutter. (Used only in IE10 and above as required by MSN)
panels/ images/ 1600x754_Sizmek.jpg	The skin image for header, left gutter and right gutter.

Customizing HTML5 Responsive Skin Format in HTML

To customize the HTML5 Responsive Skin:

If user just want to update content images please follow these steps

- Go to panels/images folder
- Notice there are 5 images in this folder
- Just replace the files without changing the file name.

If you wanted to change the image names

- Go to **panels/header/scripts/script.js**, **panels/left_gutter/scripts/script.js** and **panels/right_gutter/scripts/script.js**
- Change the names in script files

For Updating "HideAd" and "showAd" buttons:

- **For "HideAd" button**
 - Go to panels/header/images folder
 - Update the "hide_ad.png" image
 - If you wanted to update position and dimension for hide ad button, Check panel/header/scripts/scripts.js file

- For "ShowAd" button
 - Go to panels/leave_behind/images folder
 - Update the "showAd.png" image
 - If you wanted to update position and dimension for show ad button, Check panel/leave_behind/scripts/scripts.js file

Header Panel

To customize the header panel, open panels/header /index.htm, panels/header/styles/style.css, and panels/header/scripts/script.js in an HTML-authoring environment. Open script.js file, there are few setting user can change.

```
creative.images = [    "../images/836x754_Sizmek.jpg",
                      "../images/942x754_Sizmek.jpg",
                      "../images/1152x754_Sizmek.jpg",
                      "../images/1264x754_Sizmek.jpg",
                      "../images/1600x754_Sizmek.jpg"
                    ];
creative.headerPosX   = [-418, -471, -576, -632, -800];
creative.headerPosY   = [0, 0, 0, 0, 0];
creative.headerHeight = [120, 120, 120, 120, 120];
creative.adHeight      = [754, 754, 754, 754, 754];
creative.closeButtonRightPos = [108, 64, 104, 76, 166];
creative.shimWidth     = [624, 825, 948, 1120, 1272];
creative.shimHeight    = [120, 120, 120, 120, 120];
```

creative.images

The array of the image path for header panel.

creative.headerPosX

The array of left position for header panel.

creative.headerPosY

The array of top position for header panel.

creative.headerHeight

The array of height for header panel.

creative.adHeight

The array of height for the ad.

creative.closeButtonRightPos

The array of right position for hide ad button.

creative.shimWidth

The array of Shim width. (Shim create the space for the ad)

creative.shimHeight

The array of Shim height. (Shim create the space for the ad)

Customizable Functions**Panel Functions (panels/header/scripts/scripts.js)**

Function Name	Description
creative.startAd	Function to start up the ad after all necessary elements have loaded. Including the following: <ul style="list-style-type: none"> • Initialize global variables
creative.addEventListeners	The function adds all event listeners.
creative.clickthroughHandler	This function handles click through.
creative.panelRepositionHandler	This function handles panel position, dimension and content
creative.changeContent	This function handles panel content
creative.collapse	This function handles skin hide
creative.eventManager	Template function do not modify
creative.addJSEventListener	Custom listener function, it can listen event from other panel or banner (Template function do not modify) Paramaters (eventName, callback, interAd)
creative.dispatchJSEvent	Custom dispatch function, it can dispatch event to other panel or banner (Template function do not modify) Paramaters (eventName, params)
creative.removeJSEventListener	Custom remove listener function, it removes listener (Template function do not modify) Paramaters (listenerId)
creative.creativeContainerReady	Template function do not modify
creative.sizeEventRegister	This is the function that will register the size viewed interaction to our ad platform. To register a size, please use EB.automatedEventCounter with the name you want to be logged. We suggest to use [width]x[height]_Viewed (eg. 1600x1200_Viewed) so you can see the width and height in the name when run a report.

Left Gutter Panel

To customize the left gutter panel, open `panels/left_gutter /index.htm`, `panels/ left_gutter /styles/style.css`, and `panels/ left_gutter /scripts/script.js` in an HTML-authoring environment. Open `script.js` file, there are few setting user can change.

```
creative.images      = [ "../images/836x754_Sizmek.jpg",
                        "../images/942x754_Sizmek.jpg",
                        "../images/1152x754_Sizmek.jpg",
                        "../images/1264x754_Sizmek.jpg",
                        "../images/1600x754_Sizmek.jpg"
                        ];
creative.gutterPosX  = [-418, -471, -576, -632, -800];
creative.gutterPosY  = [120, 120, 120, 120, 120];
creative.gutterWidth  = [88, 44, 84, 56, 146];
creative.gutterHeight = [634, 634, 634, 634, 634];
```

creative.images

Images for left gutter panel.

creative.gutterPosX

Left position for header panel.

creative.gutterPosY

Top position for left gutter panel.

creative.gutterWidth

Width for left gutter panel

creative.gutterHeight

Height for left gutter panel.

Customizable Functions

Panel Functions (`panels/left_gutter/scripts/scripts.js`)

Function Name	Description
<code>creative.startAd</code>	Function to start up the ad after all necessary elements have loaded. Including the following: <ul style="list-style-type: none"> Initialize global variables

creative.addEventListeners	The function adds all event listeners.
creative.panelRepositionHandler	This function handles panel position, dimension and content
creative.changeContent	This function handles panel content
creative.eventManager	Template function do not modify
creative.addJSEventListener	Custom listener function, it can listen event from other panel or banner (Template function do not modify) Paramaters (eventName, callback, interAd)
creative.dispatchJSEvent	Custom dispatch function, it can dispatch event to other panel or banner (Template function do not modify) Paramaters (eventName, params)
creative.removeJSEventListener	Custom remove listener function, it removes listener (Template function do not modify) Paramaters (listenerId)
creative.creativeContainerReady	Template function do not modify

Right Gutter Panel

To customize the left gutter panel, open panels/right_gutter /index.htm, panels/ right_gutter /styles/style.css, and panels/ right_gutter /scripts/script.js in an HTML-authoring environment. Open script.js file, there are few setting user can change.

```

creative.images      = [ "../images/836x754_Sizmek.jpg",
                        "../images/942x754_Sizmek.jpg",
                        "../images/1152x754_Sizmek.jpg",
                        "../images/1264x754_Sizmek.jpg",
                        "../images/1600x754_Sizmek.jpg"
                        ];
creative.imageWidth  = [836, 942, 1152, 1264, 1600];
creative.gutterPosX  = [-418, -471, -576, -632, -800];
creative.gutterPosY  = [120, 120, 120, 120, 120];
creative.gutterWidth = [88, 44, 84, 56, 146];
creative.gutterHeight = [634, 634, 634, 634, 634];

```

creative.images

Images for left gutter panel.

creative.gutterPosX

Left position for left gutter panel.

creative.gutterPosY

Top position for left gutter panel.

creative.gutterWidth

Width for left gutter panel

creative.gutterHeight

Height for left gutter panel.

creative.headerHeight

Height of header panel.

creative.imageWidth

Total width of image.

Customizable Functions**Panel Functions (panels/_gutter/scripts/scripts.js)**

Function Name	Description
creative.startAd	Function to start up the ad after all necessary elements have loaded. Including the following: <ul style="list-style-type: none"> • Initialize global variables
creative.addEventListeners	The function adds all event listeners.
creative.panelRepositionHandler	This function handles panel position, dimension and content
creative.changeContent	This function handles panel content
creative.eventManager	Template function do not modify
creative.addJSEventListener	Custom listener function, it can listen event from other panel or banner (Template function do not modify) Paramaters (eventName, callback, interAd)
creative.dispatchJSEvent	Custom dispatch function, it can dispatch event to other panel or banner (Template function do not modify) Paramaters (eventName, params)
creative.removeJSEventListener	Custom remove listener function, it removes listener (Template function do not modify) Paramaters (listenerId)

creative.creativeContainerReady Template function do not modify

Leave Behind Panel

To customize the leave behind panel, open panels/ leave_behind /index.htm, panels/ leave_behind /styles/style.css, and panels/ leave_behind /scripts/script.js in an HTML-authoring environment. Open script.js file, there are few settings the user can change.

creative.leaveBehindPosX	= [224, 324, 386, 472, 548];
creative.leaveBehindPosY	= [0, 0, 0, 0, 0];
creative.leaveBehindWidth	= [88, 88, 88, 88, 88];
creative.leaveBehindHeight	= [31, 31, 31, 31, 31];
creative.shimWidth	= [624, 825, 948, 1120, 1272];
creative.shimHeight	= [31, 31, 31, 31, 31];

creative.leaveBehindPosX

Left position for leave behind panel.

creative.leaveBehindPosY

Top position for leave behind panel.

creative.gutterWidth

Width for left gutter panel

creative.leaveBehindWidth

Height for leave behind panel.

creative.leaveBehindHeight

Height of leave behind panel.

creative.shimWidth

Shim width, Shim create the space for the ad.

creative.shimHeight

Shim height, Shim create the space for the ad.

Customizable Functions

Panel Functions (panels/_gutter/scripts/scripts.js)

Function Name	Description
creative.startAd	Function to start up the ad after all necessary elements have

	loaded. Including the following: <ul style="list-style-type: none"> • Initialize global variables
creative.addEventListeners	The function adds all event listeners.
creative.panelRepositionHandler	This function handles panel position, dimension and content
creative.changeContent	This function handles panel content
creative.eventManager	Template function do not modify
creative.addJSEventListener	Custom listener function, it can listen event from other panel or banner (Template function do not modify) Paramaters (eventName, callback, interAd)
creative.dispatchJSEvent	Custom dispatch function, it can dispatch event to other panel or banner (Template function do not modify) Paramaters (eventName, params)
creative.removeJSEventListener	Custom remove listener function, it removes listener(Template function do not modify) Paramaters (listenerId)
creative.creativeContainerReady	Template function do not modify

Custom JS Vars

Custom Var Name	Type	Description	Default Value
mdAutoRepositionInterval	Number	It sets the interval for all panel reposition in n milliseconds	100
mdCookieExpiryTime	Number	Cookies Expiry Time in hours	24
mdCookieName	String	Cookie name for remember the last expand or collapse.	skin
mdEyeDivZIndex	Number	Sets eyeDiv zindex.	10000
mdHeaderPanelName	String	Header panel Name	header
mdHeaderWidth	String	There are 5 different sizes for header, so	836,942,1152,126

		set width using comma separation	4,1600
mdLeaveBehindPanelName	String	Leave Behind panel Name	leaveBehind
mdLeftGutterPanelName	String	Left gutter panel name	leftGutter
mdRightGutterPanelName	String	Right gutter panel name.	rightGutter
mdSnapPoints	String	There are 5 snap points, Normally we rely on MSN "data-ad" property. If we are not on MSN page, it sets content according to browser width.	0,852,984,1152,1308

Setting Up HTML5 Responsive Skin Format in Sizmek MDX

To set up a HTML5 Responsive Skin Format in Sizmek MDX:

1. Archive the HTML5 Responsive Skin workspaces into ZIP files, preserving the directory structure. You can do this with WinZip, 7Zip, or another archiving program.
2. In the Sizmek MDX, under Creative Assets, create new Workspace by uploading the ZIP file.
3. Under the Ads section, create ad use the workspace you have uploaded.
4. Set Ad Format to **HTML5 Responsive Skin** and fill out the form.

Note:

On the Sizmek Platform, your user account will need access to the HTML5 Responsive Skin format in the list of available custom formats. If you do not have access to this format, please reach out to Support to gain permissions for this format

5. Add the following panels to the Panels List.
 - **Header:** select panels/header/index.html for the creative asset. Set the Dimensions to "1272x150", or whatever dimensions are required by your publisher. Set "Auto Retract When" to "Never" and "Position Type" to "Banner relative".
 - **leaveBehind:** select panels/leave_behind/index.html for the creative asset. Set the Dimensions to "88x31", or whatever dimensions are required by your publisher. Set "Auto Retract When" to "Never" and "Position Type" to "Banner relative".
 - **leftgutter:** select panels/left_gutter/index.html for the creative asset. Set the Dimensions to "0x0. Set "Auto Retract When" to "Never" and "Position Type" to "Banner relative".
 - **rightgutter:** select panels/right_gutter/index.html for the creative asset. Set the Dimensions to "0x0. Set "Auto Retract When" to "Never" and "Position Type" to "Banner relative".
6. Make sure leave Panel Settings checkboxes unchecked.
7. Save the ad.
8. Under the Advanced Features section, customize the Variables to your needs.

9. [Create a new placement](#) for the ad.
10. Fill out the form. Set the Placement type to In Banner and the Banner size to 300x600.

After you've saved your placement, you can then generate preview tags to test on your web site.

Custom Script Notice:

Since the Time HTML5 Responsive Skin format is a HTML5 Custom Format, there is no need to attach a custom script since the appropriate one will be pulled in automatically. For reference, the following custom script is being used:

http://ds.serving-sys.com/burstingres/CustomScripts/PL_HTML5ResponsiveSkin_CFV001.js

Reported Custom Interactions

The following custom interactions are reported by the ad and can be reviewed in MediaMind reporting (besides standard ad interactions):

Interaction Name	Description
[width]x[height]_Viewed	Custom Interaction sent when specific ad size shown
Click_Expand	Custom Interaction sent when user click Show Ad button
Click_Close	Custom Interaction sent when user click Hide Ad button

Change Log

Release: June 16, 2016 v1.0.1

- Support for Polite loading
- Fixed issue with secure serving

Release: March 6, 2015 v1.0.0

- Initial release

Notice

The information contained in this document is proprietary and confidential to Sizmek and/or any of its affiliated companies. Disclosure, copying, reproduction, storing or any use of this document or any part thereof without the express prior, written consent of Sizmek or its authorized representatives is strictly prohibited. The information furnished in this document is believed to be accurate and reliable. However no responsibility is assumed by Sizmek for the use of this information. Sizmek reserves the right to make changes to the information included in this document at any time and without notice.

Copyright © 2014 Sizmek. All rights reserved.

SizmekTM

Flash is either a registered trademark or trademark of Adobe Systems Incorporated in the United States and/or other countries.

Trademark Note: Sizmek, the Sizmek logo, Sizmek Rich Media, Sizmek Mobile, Sizmek Video, Sizmek Channel Connect, Sizmek Workshop, etc. are trademarks and/or registered trademarks of Sizmek. All other trademarks are the property of their respective owners.