



# Ad specification sf.se desktop/mobile

## DELIVERY INFORMATION

Advertising material for [filmstaden.se](http://filmstaden.se) and [filmstaden app](#) phone will be delivered to - [digitalt@filmstaden.se](mailto:digitalt@filmstaden.se) - no later than 4 working days prior to campaign start. In case of late delivery, SF Media is not liable for any missing exposure and no compensation for missing impressions is given.

### Contact: (office hours 8-17)

Jenny Larsson  
Phone +46 (0) 8 680 36 29  
[digitalt@filmstaden.se](mailto:digitalt@filmstaden.se)

Mangalik Eriksson  
Phone +46 (0) 8 680 35 98  
[digitalt@filmstaden.se](mailto:digitalt@filmstaden.se)

## AD FORMAT

### PANORAMA desktop/tablet

In order for the format to appear on different screen resolutions, we need to enter two different sizes of the same ad.

Format: JPEG, GIF, PNG, iframe, Javascript, HTML5

Weight: Max 200 kB

Desktop: 980 x 240/360 px

Tablet: 728 x 90 px

### PANORAMA mobile/app

For a better resolution of banners, Retina format is also recommended, which is the double number of pixels to below specified dimensions. 320x320 is instead produced in 640x640 pixels.

Format: JPEG, GIF, PNG, iframe, Javascript, HTML5

Weight: Max 200 kB

Mobile: 320 x 320 px

App mobile: 320 x 320 px

### TAKE OVER mobile/app

Format: JPEG, GIF, PNG

Weight: Max 200 kB

App mobile: 320 x 480 px

## CREATIVE SOLUTIONS

Here we have gathered some guidelines for banners that are not just a picture. These simple guidelines are compiled using Adform and IAB's Swedish Display Standards <http://iabsverige.se/svensk-displaystandard/> as far as possible.

If there are questions that are not answered below or via IAB, please contact us at [digitalt@filmstaden.se](mailto:digitalt@filmstaden.se)

### Video in banner

In the case of video material in a banner, we only accept them as third-party scripts and we cannot host material. Guidelines for the material are listed below. Our recommendation is that you have 1 MB per 10 seconds to keep down the weight and still have good quality.

Please see guidelines for the material listed below.

### Loop-times

We recommend, like IAB, that the animation time for standard banners is 30 seconds.

### Frame rate

Low frame rate is recommended. Benchmark about 18 FR / sec.



# Ad specification sf.se desktop/mobile

## **Behavior**

Video material should be started via a click of a play button and then sound can be activated. You can also create a material with Auto Play, but then the sound must be deactivated until the user chooses to turn it on by pressing a button. There always needs to be a button to stop / pause video playback. Playback of video cannot be looped it has to be rebooted by a click after it ends.

## **General Guidelines**

All advertising should be secure (https), which means that all ad calls must be over the HTTPS protocol and the domains must have valid SSL certificates.

## **Third-party scripts**

All third-party scripts need to be scalable to accommodate different devices and resolutions.

We will not be able to host any material, except images and GIF animations, so all material related to the scripts, HTML, etc., needs to be hosted by third party.

Note that when using JavaScript - which is executed digitally by us - it is important that it is clear who is responsible for the code, as this may affect site security if the script contains malicious code.

Third-party script containing Javascript, HTML, CSS must support jQuery 1.7.1

## Adform - in App Banners and MRAID.js

### Why is MRAID.js used for in-app banners?

MRAID, or “Mobile Rich Media Ad Interface Definitions”, is the IAB project to define a common API (Application Programming Interface) for mobile rich media ads that will run in mobile apps or mobile web. This is a standardized set of commands, designed to work with HTML5 and JavaScript and to communicate what those ads do (expand, resize etc) with the apps they are being served into.

Putting it another way, MRAID makes it possible to quickly and easily run creative across applications from different publishers.

### How to make your banners compatible with in-app environment

First of all, the banner has to be configured to be of “Mobile” category. If you’re unable to set it, it’s best to simply delete ADFBannerProperties.xml and then follow step 4 below. Changes on the banner level are the following:

1) The DHTML library should not be used for in-app banners, instead, the mraid.js library should be included.

<script src="//s1.adform.net/banners/scripts/rmb/Adform.DHTML.js"></script> with:

```
<script src="mraid.js"></script>
```

The mraid.js library itself does not have to be included in the banner .zip file, as it will be loaded when the banner is being delivered in the placement.

2) The banner click functions have to be replaced as well. Instead of :

```
var banner = document.getElementById('banner');
clickTAGvalue = dhtml.getVar('clickTAG', 'http://www.example.com');
landingpagetarget = dhtml.getVar('landingPageTarget', '_blank');
```

```
banner.onclick = function() {
window.open(clickTAGvalue,landingpagetarget);
}
```

you should use:

```
var banner = document.getElementById('banner');
banner.addEventListener('click', function() {
mraid.open(Adform.getClickURL('clickTAG'));
});
```

Additionally, the banner should not contain any window.open() functions as they will not work with mraid.js.

3) (Optional) If you are using additional assets, replace dhtml.getAsset(1) with Adform.getAsset(1) in order to properly load them.

4) (Optional) You can also upload the banner into our Studio (<https://studio.adform.com>) to have them test and check if the click behaviour works properly.

If you need additional help, please contact our Creative and Technical support [technical@adform.com](mailto:technical@adform.com).