AdOcean global templates

Standard AdOcean templates (January 2011)

All standard AdOcean templates allow adding external impression counting scripts.

All templates, which allow defining an SWF creative file, also let users define a GIF, JPG, PNG or HTML substitute creative.

Please click on the images to see the ads in action on our demo web site.

Background Image

Title: Background Image
Format: GIF, JPG, PNG
Size: any
File Size: up to 50 KB

The Background Image is an advertising element displayed as the background of a web page. Clicking this background may redirect users to the landing page. Available template parameters:

- Vertical alignment: top, centre, bottom
- Horizontal alignment: left, centre, right
- Repeat background image: no, horizontally, vertically, both ways
- Clickable: no, yes

Billboard/Banner/Box

Title: Billboard/Banner/Box
Format: SWF, GIF, JPG, PNG, HTML
Size: any
File Size: up to 50 KB

Such advertisement contains a graphical element in any part of a web page. It contains static or animated graphics. Clicking the creative redirects users to the landing page. Available template parameters:

- Flash version
- Flash quality
- Width
- Height
- Redirection variable
- Display mode: transparent, opaque

Billboard + Brandmark

Title: Billboard + Brandmark
Format: SWF, GIF, JPG, PNG, HTML
Size: any
File Size: up to 50 KB each

This ad is a combination of two templates: Billboard/Banner/Box and Brandmark. There are two elements displayed on the web page using this template: a standard and an overlay one (partly covering the content of the page). The Brandmark can be dragged by users to re-position it on the screen; this part of the ad is also closed automatically after 15 seconds or when users click the cross on it. Available template parameters:

- Flash version
- Flash quality

- **Billboard**
  - Width
  - Height
  - Redirection variable
  - Display mode: transparent, opaque
  - Background colour

- **Brandmark**
  - Width
  - Height
  - Bar height
  - Redirection variable
  - Display mode: transparent, opaque
  - Background colour
  - Append bar: no, yes
  - Delay of showing the ad

Billboard + Toplayer

Title: Billboard + Toplayer
Format: SWF, GIF, JPG, PNG, HTML
Size: any
Files Size: up to 50 KB each

This ad is a combination of two templates: Billboard/Banner/Box and Toplayer. There are two elements displayed on the web page using this template: a standard and a floating one (the latter covers the content of the page). The Toplayer is displayed with a delay (defined by the 'Delay of showing the ad' parameter). The Toplayer creative should also contain a cross symbol for closing the creative immediately – it may be implemented in the creative file itself in case of SWF format, or appended by AdOcean in a simple form (using the "Append close cross" parameter of Toplayer). Available template parameters:

- Flash version
- Flash quality

- **Billboard**
  - Width
  - Height
  - Redirection variable
  - Display mode: transparent, opaque
  - Background colour

- **Toplayer**
  - Width
  - Height
  - Vertical position
  - Horizontal position
  - Redirection variable
  - Display mode: transparent, opaque
  - Background colour
  - Scrolling: no, yes
  - Append close cross: no, yes
  - Delay of showing the ad

Brandmark

Title: Brandmark
Format: SWF, GIF, JPG, PNG, HTML
Size: any
File Size: up to 50 KB

This ad is a graphic element displayed above the web page content (floating ad). A Brandmark can be dragged by users to re-position it on the screen; it is also closed automatically after 15 seconds or when users click the closing cross on it. Available template parameters:

- Flash version
- Flash quality
- Width
- Height
- Bar height
- Redirection variable
- Display mode: transparent, opaque
- Background colour
- Append bar: no, yes
- Delay of showing the ad

Corner

Title: Corner
Format: SWF, GIF, JPG, PNG, HTML
Size: any
File Size: up to 50 KB

This ad is a graphic element displayed in the corner of the browser window. After moving the mouse pointer over the creative, it expands to the defined size in the available directions (depending on which corner of the window is used to display the creative). There is possibility to add a closing cross to the ad, to let users make it disappear. Available template parameters:

- Flash version
- Flash quality
- Position
- Width
- Width after expanding
- Height
- Height after expanding
- Redirection variable
- Display mode: transparent, opaque
- Background colour
- Append close cross: no, yes

Drawbridge

Title: Drawbridge
Format: SWF, GIF, JPG, PNG, HTML
Size: any
File Size: up to 50 KB each

This advertisement contains 3 graphic elements:

- skyscraper (Billboard/Banner/Box) on the left side of the page (it moves with page scrolling);
- skyscraper (Billboard/Banner/Box) on the right side (it moves with page scrolling);
- a Toplayer, which appears after moving the mouse pointer over one of the skyscrapers. It contains a cross for closing the whole creative.

Available template parameters:

- Flash version
- Flash quality

Toplayer	**Left Skyscraper**	**Right Skyscraper**
o Width	o Width	o Width
o Height	o Height	o Height
o Redirection variable	o Redirection variable	o Redirection variable
o Display mode: transparent, opaque	o Display mode: transparent, opaque	o Display mode: transparent, opaque
o Background colour	o Background colour	o Background colour

Expand

Title: Expand
Format: SWF, GIF, JPG, PNG, HTML
Size: any
File Size: up to 50 KB

When delivered, this ad is displayed as any other standard graphic element on the web page. After moving the mouse pointer over the ad, it expands (grows in size) and covers the web page content partially. Clicking the creative redirects users to the landing page. Available template parameters:

- Flash version
- Flash quality
- Expanding direction
- Width
- Width after expanding
- Height
- Height after expanding
- Redirection variable
- Display mode: transparent, opaque

Footer

Title: Footer
Format: SWF, GIF, JPG, PNG, HTML
Size: any
File Size: up to 50 KB

This ad contains a graphic element at the bottom of the browser window. As users scroll the page content, the ad stays on screen (it sticks to its bottom position, being always in the view). There is possibility to define if the creative should scroll its graphic content and also the direction of scrolling (except for SWF format, where scrolling animation is done by Flash, not by the creative code itself). Clicking the creative redirects users to the landing page. Creative is closed after some time (defined by the 'Time to close' parameter), or when users click the closing cross on the ad. Available template parameters:

- Flash version
- Flash quality
- Align
- Width
- Height
- Redirection variable
- Display mode: transparent, opaque
- Background colour
- Append close cross: no, yes
- Scrolling: no, yes
- Scrolling direction
- Time to close

Full Screen Overlay

Title: Full Screen Overlay
Format: SWF, GIF, JPG, PNG, HTML
Size: any
File Size: up to 50 KB

This ad contains a graphic element which covers the web page content. It is possible to set the background colour which covers the rest of the page content around the graphic element. The creative is closed after some time (defined by the 'Time to close' parameter), or when users click the closing cross on the ad. Available template parameters:

- Flash version
- Flash quality
- Width
- Height
- Redirection variable
- Display mode: transparent, opaque
- Background colour
- Background opacity
- Time to close
- Append close cross: no, yes

Gate

Title: Gate
Format: SWF, GIF, JPG, PNG, HTML
Size: any
File Size: up to 50 KB each

The elements of this ad are positioned around the BODY of a page (it will be possible in the future to position the elements around a specific DIV, too). It may consist of 2 or 3 graphic elements. If it contains 3 elements (2 skyscrapers and a billboard in the middle) then the width of the billboard is adjusted to fill in the whole space between the skyscrapers. If it contains 2 elements (one skyscraper and the billboard) than the billboard is positioned to touch the skyscraper. Available template parameters:

- Flash version
- Flash quality

- **Toplayer**
  o Width
  o Height
  o Redirection variable
  o Display mode: transparent, opaque
  o Background colour

- **Left Skyscraper**
  o Width
  o Height
  o Redirection variable
  o Display mode: transparent, opaque
  o Background colour

- **Right Skyscraper**
  o Width
  o Height
  o Redirection variable
  o Display mode: transparent, opaque
  o Background colour

Peel Away

Title: Peel Away
Format: SWF, GIF, JPG, PNG, HTML
Size: any
File Size: up to 50 KB

This ad consists of a graphic element displayed in one of the top page corners. After moving the mouse pointer over the creative, it expands in the available directions (depending on the selected corner). Available template parameters:

- Flash version
- Flash quality
- Position
- Width
- Width after expansion
- Height
- Height after expansion
- Redirection variable
- Display mode: transparent, opaque
- Background colour

Popup/Popunder

Title: Popup/Popunder
Format: SWF, GIF, JPG, PNG, HTML
Size: any
File Size: up to 50 KB

This ad consists of a graphic element displayed in a new browser window (popup – above current browser window; popunder – below current browser window). The creative appears when users click on the web page. Available template parameters:

- Flash version
- Flash quality
- Type: popup, popunder
- Title
- Width
- Height
- Redirection variable
- Display mode: transparent, opaque
- Background colour

Push/Unpush

Title: Push/Unpush
Format: SWF, GIF, JPG, PNG, HTML
Size: any
File Size: up to 50 KB

A Push creative appears in collapsed state (seemingly as a standard creative, with its collapsed dimensions) on the web page. Its size grows automatically and page content is moved below it then it collapses again after some time (defined by the 'Time to close' parameter).

An Unpush creative appears in its maximum dimensions on the web page first then it automatically collapses and page content is moved below it back to its default position.

In case of both Push and Unpush, the creative pushes down the page content again if users move the mouse pointer over the creative and collapse happens if the mouse pointer goes off of the creative's surface. Clicking the creative redirects users to the landing page. Available template parameters:

- Flash version
- Flash quality
- Type: push, unpush
- Width
- Height
- Collapsed width
- Collapsed height
- Redirection variable
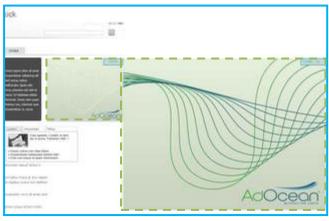- Display mode: transparent, opaque
- Background colour

Rollband

Title: Rollband
Format: SWF, GIF, JPG, PNG, HTML
Size: any
File Size: up to 50 KB

This ad consists of a graphic element displayed on a semi-transparent layer over the web page. The Rollband moves while users scroll the page, thus staying always on screen. The Rollband is closed automatically after some time (defined by the 'Time to close' parameter), or when users click the closing cross. This creative can be minimized to right edge after some time (defined by the 'Time to auto roll-out' parameter), or when users click the darker bar on the right side of the graphic element. It is also possible to change the graphic of this minimizing ('roll-out') bar. When users click it again, the ad slides back into the view. Available template parameters:

- Flash version
- Flash quality
- Frame background colour
- Frame background opacity
- Width
- Height
- Redirection variable
- Display mode: transparent, opaque
- Background colour
- Time to auto roll-out
- Time to close
- Align
- Scrolling
- Roll in/roll out button width

Sidekick

Title: Sidekick
Format: SWF, GIF, JPG, PNG, HTML
Size: any
File Size: up to 50 KB each

This type of ad consists of 2 graphic elements. The first element is of Billboard/Banner/Box type and it is visible on the web page. The second, bigger graphic element is hidden by default. When users click a specific spot on the first element (e.g. a button having the 'Open' label), the page content is pushed to the left and the second element slides in at the same time from the right side. The second creative may be aligned to the smaller (first) creative, the BODY section or any DIV container on the web page. Available template parameters:

- Flash version
- Flash quality

- **Billboard**
  - Width
  - Height
  - Redirection variable
  - Display mode: transparent, opaque
  - Background colour

- **Sidekick**
  - Width
  - Height
  - Vertical position
  - Horizontal position
  - Redirection variable
  - Display mode: transparent, opaque
  - Background colour
  - Align to: banner, body
  - or Align to DIV

Sticky Scroll

Title: Sticky Scroll
Format: SWF, GIF, JPG, PNG, HTML
Size: any
File Size: up to 50 KB

A graphic element is displayed near the browser's scroll bar when using this template. The creative appears each time when the page is being scrolled by users then is also closed automatically after some time (defined by the 'Time to close' parameter). Available template parameters:

- Flash version
- Flash quality
- Width
- Height
- Redirection variable
- Display mode: transparent, opaque
- Background colour
- Time to close

Toplayer

Title: Toplayer
Format: SWF, GIF, JPG, PNG, HTML
Size: any
File Size: up to 50 KB

This type of ad consists of a graphical element which is displayed on top of the web page content (as an overlay), covering the content under itself. The creative should also contain a cross symbol for closing the creative immediately – it may be implemented in the creative file itself in case of SWF format, or appended by AdOcean in a simple form (using the "Append close cross" parameter). Clicking the creative redirects users to the landing page. A Toplayer may stick to its default position or it may move along with the page content as users scroll the window (defined by the 'Scrolling' parameter). The creative may also be displayed with a short delay (defined by the 'Delay of showing the ad' parameter). Available template parameters:

- Flash version
- Flash quality
- Width
- Height
- Vertical position (absolute)
- Horizontal position (absolute)
- Vertical position (auto)
- Horizontal position (auto)
- Redirection variable
- Display mode: transparent, opaque
- Background colour
- Scrolling: off, on
- Append close cross: no, yes
- Delay of showing the ad

Transparent Video Overlay

Title: Transparent Video Overlay
Format: FLV
Size: any
File Size: up to 600 KB

Using this template, a standard video banner and a semi-transparent video layer may be displayed above the content of a web page. The video layer appears when the standard video starts playing and it gets automatically hidden after some time (defined by the 'Layer duration' parameter). Clicking the video layer redirects users to the landing page and the layer gets hidden. Available template parameters:

- Flash quality
- Width
- Height
- Background colour
- Autoplay
- Loop
- Autorewind
- Sound
- Layer duration

Video

Title: Video
Format: FLV
Size: any
File Size: do 600 KB

A Video ad has play/pause and mute controls provided by the system. Clicking the video redirects users to the landing page. Available template parameters:

- Flash quality
- Width
- Height
- Background colour
- Autoplay
- Loop
- Autorewind
- Sound

Videostitial

Title: Videostitial
Format: FLV
Size: any
File Size: do 600 KB

This type of ad displays a video in the centre and it also covers the page content around the video with a semi-transparent layer. Elements of the page content are not clickable when the video is visible. The video is closed automatically after some time (defined by the 'Time to close' parameter), or when users click the closing cross. The creative may also be displayed with a short delay (defined by the 'Delay of showing the ad' parameter). Available template parameters:

- Delay of showing the ad
- Time to close

Video Rollband

Title: Video Rollband
Video Creative: FLV
Big logo format: SWF, GIF, JPG, PNG, HTML
Small logo format: SWF, GIF, JPG, PNG
Video aspect ratio: 4:3 or 16:9
Video file size: up to 600 KB
Logo files size: up to 50 KB each

This ad contains 3 elements displayed on a semi-transparent layer over the web page content: a video, one bigger and one smaller graphic element. The Video Rollband moves while users scroll the page, thus staying always on screen. The creative can be minimized to right edge after some time (defined by the 'Time to auto roll-out' parameter), or when users click the darker bar on the right side of the bigger graphic element. It is also possible to change the graphic of this minimizing ('roll-out') bar and its width is always the same as the width of the small graphic element above it. When users click it again, the ad slides back into the view.

Available template parameters:

- Delay of showing the ad
- Time to auto roll-out

- **Video**
  - Height
  - Background colour
  - Player proportion (16:9, 4:3)
  - Redirection variable
  - Display mode
  - Player background colour

- **Big logo**
  - Width
  - Height
  - Display mode
  - Background colour

- **Small logo**
  - Width
  - Height

XML

The XML template allows sending exactly the same XML code, which is set in the 'XML code' parameter of this template, as creative code as a response to an ad request. It may be used in cases when the properties of an ad (landing URL, path to image to be displayed, etc.) are not processed in a standard way, i.e. as any regular advertisement based on HTML or JS code.

AdOcean In-text

This type of ad appears as a bubble when users move the mouse pointer over pre-defined keywords and phrases, which are present on a web page. The pre-defined phrases are converted into hyperlinked text on the page to signify the possibility of interaction with them. The AdOcean In-text ad format is available in 5 different versions:

AdOcean In-text 250x110

Title: AdOcean In-text 250x110
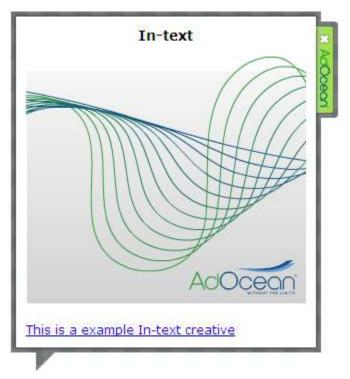**Format**: TEXT
Bubble dimensions: 250 x 100 pixels

AdOcean In-text 280x230

Title: AdOcean In-text 280x230
Format: TEXT + SWF
Bubble dimensions: 280 x 230 pixels
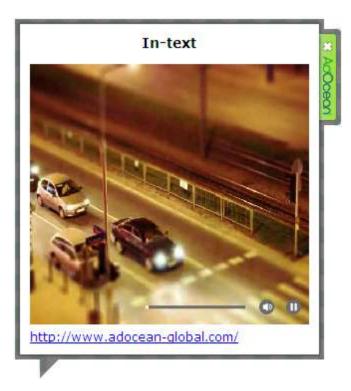**SWF dimensions**: 260 x 110 pixels
File Size: up to 50 KB

AdOcean In-text 300x330

Title: AdOcean In-text 300x330
Format: SWF
Bubble dimensions: 300 x 330 pixels
SWF dimensions: 280 x 260 pixels
File Size: up to 50 KB

AdOcean In-text 300x330 video

Title: AdOcean In-text 300x330 video
Format: FLV
Bubble dimensions: 300 x 330 pixels
FLV dimensions: 280 x 260 pixels
File Size: up to 600 KB

AdOcean In-text 370x120

Title: AdOcean In-text 370x120
Format: TEXT+SWF
Bubble dimensions: 100 x 200 pixels
SWF dimensions: 280 x 260 pixels
File Size: up to 50 KB