



USER EXPERIENCE

The Tap-To-Expand ad unit provides a more interactive experience than the static 320x50 mobile ad. The unit starts as a 320x50 collapsed ad, which the user can touch to expand to a 320x480 viewport. The expanded ad can have animation and interaction, including video, photo gallery, hotspots and more.

The initial panel serves as brand awareness and the expanded panel can reveal more detailed information on the product.

AD SPECIFICATIONS

DIMENSIONS

- Base Ad: 320x480 pixels
- Collapsed Panel: 320x50 pixels.

FILE SIZE

- 40k total initial download.
- Up to 2.2MB polite download for additional panels after full page download is complete or upon user interaction.

USER INTERACTION

- Collapsed panel is tapped to show a larger more engaging panel that is a full screen experience.

ANIMATION

- Minimal presentation animation allowed on collapsed state.
- Expanded state can include up to 15 seconds of additional animation.
- It is recommended to use non-flash animation techniques such as TweenLite or CSS3 animation, to allow for increased page integration and mobile device compatibility.

VIDEO

- Streaming available.
- Auto Play is allowed. If video is autoplayed on the initial panel it must be muted by default.
- Maximum streaming video file size 2.2MB.
- Clear and prominent video controls must be present on the video.
- Video must pause when navigating to another panel or when page loses user focus¹.
- It is recommended to use a non-flash video player such as a native browser player or JPlayer, to allow for mobile device compatibility.

AUDIO

- Audio controls to disable/enable audio must be prominent and easily accessible to the user.
- All Audio must stop when the ad is collapsed, upon click through, or when the page loses user focus¹

1. Page focus means the browser window or tab is the currently active window. Focus can be lost by activating the window of any other program or browser window.

STORYBOARD

These diagrams illustrate the placement of the Tap-To-Expand ad unit in-page.

