

IAB MRAID2 TEST AD: TWO PART EXPANDABLE AD

Two Part Expandable Ad

URL For this Creative

<http://mraid.iab.net/compliance/units/twopart-expand-part1.txt>

Goal of Ad

This ad will go through the life-cycle of a typical MRAID two part expandable ad with the second part expecting MRAID support to be included.

This Creative Tests:

MRAID Methods Tested:

- mraid.addEventListener()
- mraid.close()
- mraid.close()
- mraid.expand(URL)
- mraid.getExpandProperties()
- mraid.getPlacementType()
- mraid.getState()
- mraid.isViewable()
- mraid.open()
- mraid.playVideo()
- mraid.setExpandProperties()
- mraid.setOrientationProperties()
- mraid.useCustomClose()

MRAID Events Watched:

- error
- ready
- stateChange

JavaScript Events Watched:

IAB MRAID2 TEST AD: TWO PART EXPANDABLE AD

- window.onload

Behavior of Ad

Initial/Default State

- Initial placement: 300x50 DIP or higher.
- Ad has a background of #000, color #f00.
- Ad creates a button labeled “Two Part Expand” that has a 2px red border located in the center of the black background.
- Ad does not expect rotation, but will work when rotated.

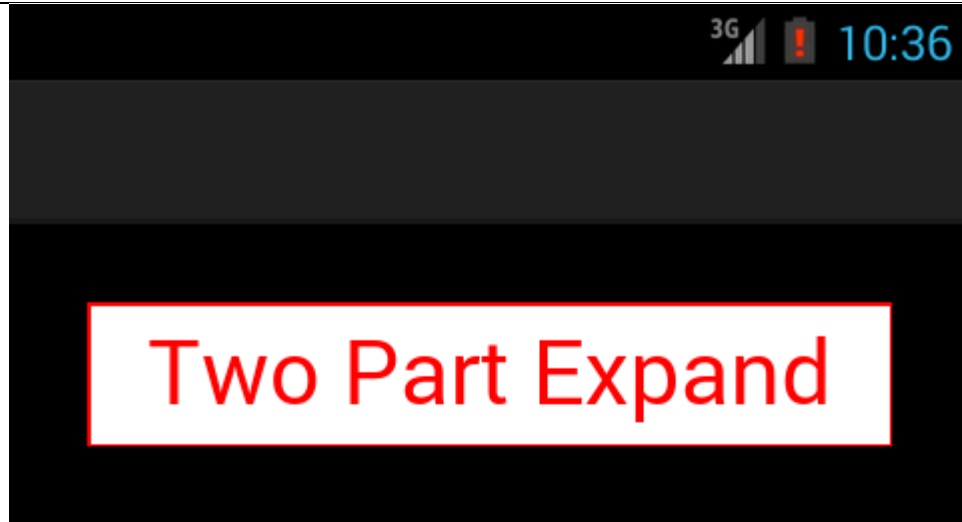


Fig 1 (Portrait) – Default state

IAB MRAID2 TEST AD: TWO PART EXPANDABLE AD



Fig 1 (Landscape) – Default state

IAB MRAID2 TEST AD: TWO PART EXPANDABLE AD

Click “Two Part Expand”

- Ad calls `mraid.useCustomClose(true)`.
- Ad expands using `mraid.expand(URL)`. – Will change to `mraid.org` url in final.
- The URL can be changed to test two part functionality in the ad unit.
- A second webview container is loaded as per MRAID specifications.
- Second part is loaded in new container and includes `mraid.js` support.
- Second part is self-contained and requires no outside javascript other than the MRAID bridge.
- Second part displays “Loading...” before MRAID support is ready.
- Second part checks MRAID state. It must be expanded.
- Second part checks MRAID placementtype. It must be inline.
- Ad has large top button for closing the expanded ad.
- Ad has a button that uses `mraid.open()` to IAB's website.
- Ad has a button that uses `mraid.playVideo()` to play a streaming video.
- Ad has a button that uses `mraid.expand()`. This button must have no effect.
- Ad has a white helper block located at the bottom.
- Information is logged to `console.log()`

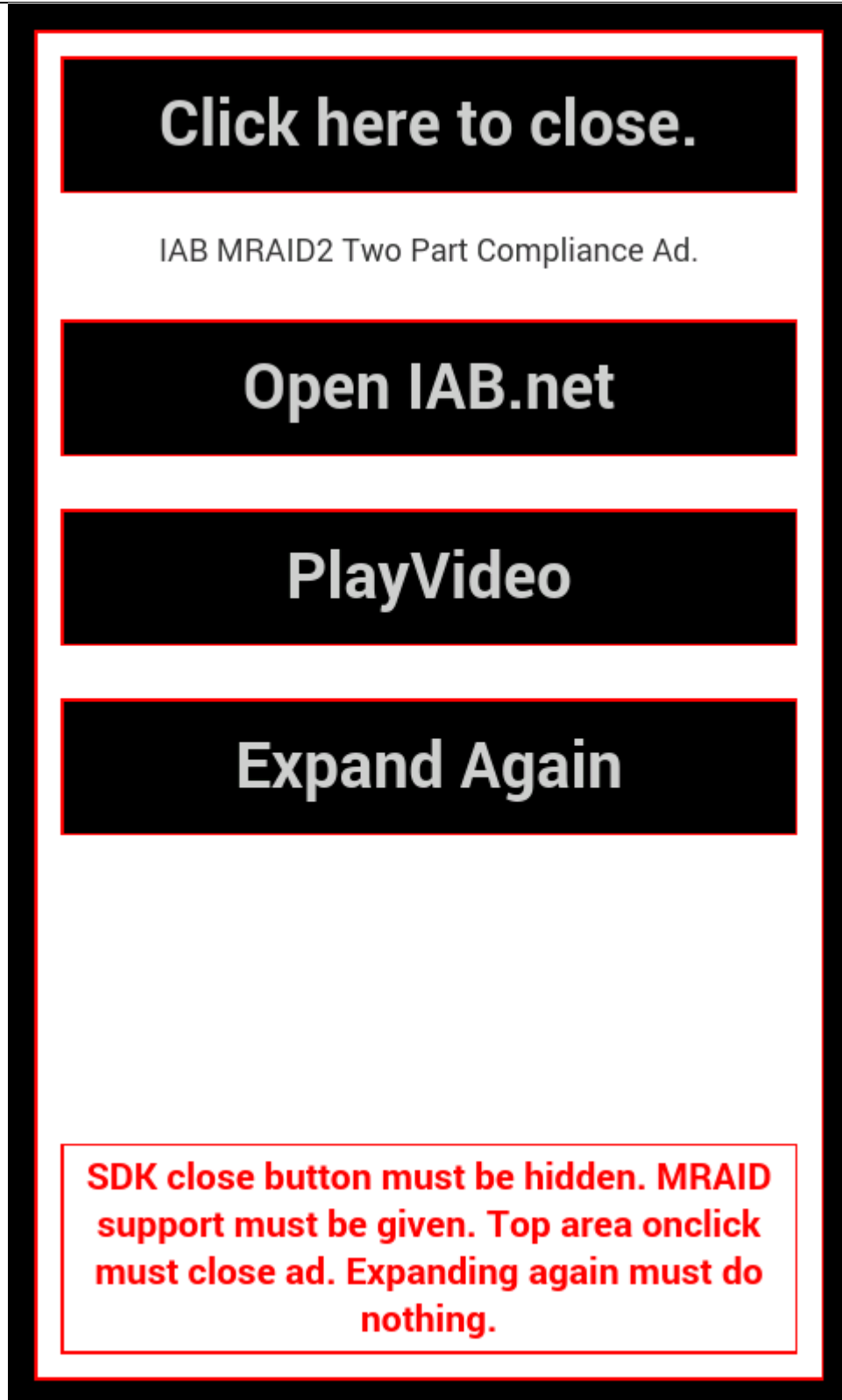


Fig 2 (Portrait) – Second Part

IAB MRAID2 TEST AD: TWO PART EXPANDABLE AD



Fig 2 (Landscape) – Second Part

IAB MRAID2 TEST AD: TWO PART EXPANDABLE AD

Click “Click here to close.”

- Ad resets to initial state.
- Second part is removed from view hierarchy.

MRAID 2 Compliance Checklist

A container/SDK running this test creative must exhibit these behaviors to prove MRAID compliance.

Default View:

- ✓ Button is centered in webview (width and height).
- ✓ Background is black.

Second Part Expansion:

- ✓ Ad expands to full screen in new webview.
- ✓ SDK close area is in top right.
- ✓ No SDK close button is given.
- ✓ MRAID bridge layer must be injected.
- ✓ “Loading...” must not stay on screen.
- ✓ Ad must not read “mraid.getState() is not expanded!”
- ✓ Ad must not read “mraid.getPlacementType() is not inline!”
- ✓ Orientation change is allowed.
- ✓ Click “Go to IAB.net” must open a browser to IAB's website.
- ✓ Click “PlayVideo” must play a video as per MRAID playVideo specs (page 43-44).
- ✓ Click “Expand Again” must do nothing.
- ✓ SDK close area clicked closes ad back to default state.
- ✓ “Click here to close.” button must mraid.close() ad back to default state.

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Acknowledgement

The IAB is grateful for the assistance of Aron Schatz, of ASE Publishing, who created this IAB MRAID Test ad. Please direct any questions about the creative or the associated documentation to the IAB at mobile@iab.net.