IAB Mobile Slider
Mobile Rising Star Ad Unit

Style Guide and Tech Specs

Created by:

I.   Description

The IAB Mobile Slider is a two component ad unit, starting with a standard ad banner that, on user interaction, horizontally slides a full screen ad experience with sight, sound, motion, and interaction capabilities over the publisher content. An integral component of the full screen ad experience is that the standard ad banner container stays in the same exact location but the content changes to house the close mechanism.

The IAB Mobile Slider should adhere to the following principles:

-Persistent viewer control. The user must always be fully in control with a single position slider banner bar providing the open and close functions.

-Full page is full page. The full page component of the IAB Mobile Slider should take full advantage of the entire available screen.

-Standard banner initiation. Start banner will be an IAB or MMA standard, such as the new IAB Mobile Rising Star, the IAB Mobile Adhesion Banner, allowing for this unit to be widely used today and into the future.

-Sight, sound, motion, plus interaction. The ad unit should allow the creative to take advantage of native device capabilities to express a creative idea and enable interaction.

-Respect bandwidth. The ads should make the minimal demands possible on the device and data connection.

A Mobile Device is defined here as a Smart Phone or a Tablet. The ad unit can be contained in a web browser or an application native to a device. The type of Ad Container will determine the maximum screen size available for showing the ad and the events/user interactions available to the ad.

II.   Visualization

Top Banner Initiation

Base Ad Component   *Full Page Ad Component*

Bottom Banner Initiation

Base Ad Component   *Full Page Ad Component*

III.   Behavior and UI Elements

The IAB Mobile Slider consists of a Base Ad Component and a Full Page Ad Component.

A. Base Ad Component

-This is an IAB or MMA standard banner, such as the new IAB Mobile Rising Star, the IAB Adhesion Banner.
-May be either a top of screen or bottom of screen placement.
-This is effectively a call to action for viewing the Full Page Ad Component.
-Base Ad Component must include a "swipe" or "slide" call to action with a directional icon indicating the horizontal direction from which the Full Page Ad Component will slide into frame.
-Base Ad Component will launch the Full Page Ad Component with touch of either a tap or swipe action from anywhere in the Base Ad Component.
-In all cases, the user has clear knowledge that the Full Page Ad Component is being launched with the interaction.

B. Full Page Ad Component

The Full Page Ad Component is an IAB Mobile Full Page Flex Ad Unit and should therefore comply with the IAB Mobile Full Page Flex Style Guide and Tech Specs, with the following exceptions:

-Mandatory close function of the Slider Full Page Ad Component is a Back Banner Bar which is the exact size and placement of the Base Ad Component, with a "back" button and a directional icon indicating the horizontal direction from which the publisher content will slide into frame.
-Slider Full Page Ad Component will allow multi-panel ad experiences enabled by a swipe action within the ad unit, but not in the Back Banner Bar.

IV.   Demo

http://showcaseweather.com/2012/07/jaguar-iab-mobile-slider/

http://showcaseweather.com/2012/07/carsland-mobile-slider/

V.   Tech Specs

IAB Mobile Rising Stars File Size Approach:

The IAB Mobile Rising Stars, including the IAB Mobile Slider, will load in three distinct phases.

1) *Initial File Load* whereby the Base Ad Component loads and a "hidden frame" of the Full Page Ad Component also loads. This hidden frame enables rapid deployment of the Full Page Ad Component before additional files download.

2) *Subsequent User-Initiated File Load*, where the "resting state" of the Full Page Ad Component loads. This resting state is essentially one layer deep in that it presents the full experience to the viewer, but has not loaded additional files that may be called upon with further interaction. Note: for IAB Mobile Rising Stars that don't have a Base Ad Component like the in-page IAB Mobile Filmstrip or the in-line IAB Mobile Full Page Flex, this is the first loading of any ad files.

3) *Subsequent Additional User-Initiated File Load*. This includes all files that load as a result of the viewer further interacting with the Full Page Ad Component.

Attribute	Attribute Description/Definition	Unit/Entry Type
Creative Unit Name	IAB Mobile Slider Rising Star	IAB Mobile Slider
Initial Dimensions (WxH in pixels)	Measured in pixels, the width and height of an ad unit (WxH). The width is always the first dimension listed, followed by the height dimension (i.e. an ad that is 300x250 is 300 pixels wide by 250 pixels high).	May launch from any IAB or MMA Standard Banner A phone example: 320x50
Maximum Expanded Dimensions (WxH in pixels)	The secondary dimensions of an expanding ad unit (after the ad is expanded). Initial dimensions are fit to the dimensions of the placement. Then, either by auto-play or by user interaction, the ad unit expands to its secondary dimension.	Varies by device, following the principle that the Full Page Ad Component will cover 100% of the available screen space. Refer to the IAB Full Page Flex Specifications for additional and tablet guidance A phone example: 320x480
Max Initial File Load Size (KB, MB)	The total size of the creative file(s) for an ad, measured in KB or MB, that load along with (inline with) the files that load when a user first initiates a page/App	Phone: 40 KB Tablet: 60 KB

	load.	
Subsequent Max User-Initiated File Load Size	Additional file size allowed to load on a page following the willful act of a user to engage with an ad. Users may interact by touching the ad with a tap or specified gesture.	Phone: 100 KB Tablet: 150 KB
Subsequent Max Additional User-Initiated File Size	Additional file size allowed to load on a page following the willful act of a user to engage further with elements of the ad (e.g., streaming video).	Phone and Tablet: 2.2 MB
Max Video & Animation Frame rate	The rate at which video frames or animated images display as the video or animated file executes, measured as the number of frames per second (fps).	24 fps
Maximum Animation Length	Animation: A programmatically generated display of sequential images, creating the illusion that objects in the image are moving. Not digital video, as it relates to this document (see the definition for "Video").	15 seconds No looping
Max Video Length	Video: In online advertising, the digital recording of a physical event or animated files that have been transcribed into a digital video format.	30 seconds
Audio Initiation	Audio: The audible file that may accompany ads. Advertising audio should never play without user-initiation.	User Initiated
Z-index Range	Enumerated layers of elements and content on a publisher's webpage. Consideration of the z-element in page content design	5,000 - 1,999,999 (for entire ad unit)

	such as navigation, imagery, and ads is important for providing a seamless experience when page content overlaps (i.e. an expanding ad with a z-index that is lower [on the z-index scale] than navigational elements may give the appearance that page navigational elements are showing through the expanded portions of the ad).	
Minimum Required Controls		Close: Back Banner Bar in same exact position as Base Ad Component with "back" button. Open: Base Ad Component with "swipe" or "slide" to expand Full Page Ad Component. Font = 8pt (11px) - 16pt (21px) Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)
Labeling Requirements, Font Size, etc.	The minimal requirements for distinguishing an online advertisement from regular webpage content.	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)
Submission Lead-Time	The number of business days (non-weekend/non-holiday days) prior to a campaign going live in which a publisher needs to validate advertiser submitted creative(s) for a campaign.	10 days
Implementation Notes & Best Practices		Base Ad Component: • Expand CTA must be clearly defined by "slide" or "swipe" icon. • Tapping anywhere on the

		Base Ad Component expands the ad
		
		Full Page Ad Component:
		
		• Back Banner Bar
		   o Container is exact shape, size, position as Base Ad Component
		   o Recommended "back" cta size: 40x40
		   o Clearly located in left corner of Back Banner Bar.
		   o Tapping the back button will slide the unit horizontally closed and display the Base Ad Component
		Ensure images are mobile web optimized and no flash

Supported Creative Types		HTML5