

Sizmek Formats

HTML5 Page Skin

Build Guide

SizmekTM

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Overview

The **HTML5 Page Skin** format is the definitive HTML5 format to use when adding Wallpaper content to a publisher's page. There are two different templates for dynamically updating skins around the page content... one is static and the other is responsive. The static skins are a fixed width and height and their dimensions are never changed. Responsive skins offer a wide variety of options. The skins can grow from a minimum width to a maximum width or fill the entire space available. The height of responsive skins may either grow in proportion to the skin's width, or remain at a fixed height. The **HTML5 Page Skin** format also offers many other positioning customizations (e.g. place skins on top of or below a page header) as well as many other feature customizations (e.g. remain fixed or scroll with page scroll). Additionally, a framework has been put in place to help load a single ad across a network of sites. The **HTML5 Page Skin** offers a multitude of options for handling all your wallpaper needs.

1. Static Skin



As mentioned, with static skins, the width and height of the skins will never change. The skin's position is either fixed or may scroll with the page. If there is not enough room to show the gutters in the browser, gutters may disappear or they can be clipped.

The location of gutters is determined either by page content width or by fixed size of content width (e.g. 1000 px) added in platform. There is an option (custom variable) to only show the left or only the right or both gutters. A background color may also be added to the page.

2. Responsive Skin



With this type of template, the skin's dimension and elements in the gutters get changed according to page content dimension. When the page content is larger, larger gutters will be used and likewise, smaller gutters will be used when the page content is smaller (more detail on the width/height customizations is explained below). Gutters content dimensions and the elements within the container also change when the browser is resized or when the orientation of a device is altered (as in the case with Surface tablets and ipads).

If the publisher's page does not provide any information about the size of the content width, then a custom variable is used to define an element on the page to base the page's content width and how the skins will be positioned.

The minimum and maximum width for responsive gutters may be set (by default, the minimum width is 50px and the maximum width is 300 px) or the gutters may be set to fill the entire available space (width only). There is an option (custom variable) to have gutters responsive with the aspect ratio of gutters width. If the user set the custom variable true, then gutters will be resized in the aspect ratio, otherwise they will be scaled in width only and a fixed height will be used. If there is not enough room to show the gutters in the browser, gutters disappear.

There is an option (custom variable) to only show the left or only the right or both gutter panels. By default the gutters will stay fixed and will always be displayed even if the user scrolls the page, although an option to allow the skins to scroll as the user scrolls the page. A background color to the page for this type too. Elements in the gutters may be responsive as well and the default content in the responsive template showcases this feature (Note how the logo changes dimensions or how the text changes based on skin size).

A few more screenshots of the Responsive Skin with different setups is shown below.

In the first screenshot, the minimum width 0 and maximum width is 300 where skin height is not fixed and gets scaled in the aspect ratio of gutters width. Also, the skin's content is scaled with the text getting aligned according the available room for gutters



In the below screenshot, the skins are set up with the same criteria, but since the skins are wider, you'll notice that the content is slightly different since there is now more room to show more text:



In the below screenshot, the minimum width is 0 and maximum width is 300 where the skin height is fixed and the ad content is scaled according to the available room within the skins. You'll notice in the below image that the skins are very thin since there is very little available space. Another option for this format would have been to hide the skins if the width fell below a certain threshold.



Supported Platforms

Platform	Supported Version
Windows	Internet Explorer 9+, Firefox, Chrome, Safari
Mac	Safari, Firefox, Chrome
Tablet	iPad with iOS 6 and up Android Tablet with Android 4.0 and up Surface Tablet 8.0+ Note: Supported in Mobile browsers only and not in Apps

Demos/Downloads

To download a template, view a demo of the HTML5 Page skin templates or get the latest copy of the build guide, please visit the Sizmek Template Portal in Quickbase. In the future, it may be added to the [“Ad Formats tab of the SHOWCASE”](#). For more information, contact your Creative Development Specialist.

Known Issues:

There are no known issues.

Implementing a HTML5 Page Skin Format

Before you Begin

Make sure you have the following resources available:

- The HTML5 Page Skin format workspace that is applicable for your campaign. Download the workspace from the Formats & Features tab of the Creative Zone and extract it, preserving the directory structure.

Included Template Files

HTML

The following HTML template files are included:

File Name	Description
index.html	The HTML file for the banner.
panels/ left_gutter/index.html	The HTML file for the left gutter section.
panels/ right_gutter/index.html	The HTML file for the right gutter section.

Styles

The following CSS template files are included

File Name	Description
styles/common.css	The style sheet for all html files.
panels/left_gutter/styles/s tyle.css	The style sheet for the leftGutter panel.
panels/right_gutter/styles/ style.css	The style sheet for the rightGutter panel.

Scripts

The following JavaScript template files are included

File Name	Description
scripts /script.js	The JavaScript for the banner.
scripts /domainConfig.js	The JavaScript used to get page content width and header height for current domain where the ad is served. This will help to align left and right gutter in correct Position.
panels/left_gutter/scripts	The JavaScript for the leftGutter panel.

/script.js

panels/right_gutter/scripts The JavaScript for the rightGutter panel.

/script.js

Important Note: If you need to have a single ad tag work across a network of sites, you will need to edit the file domainConfig.js to set different properties across different publishers.

With this JS file, you will be editing configuration variables where you will be able to set domainName (domain of site), guttersZindex (zindex of the gutters or skins), contentSelector (page content div that defines the width of the content), headerSelector (page header div that defines the height of the header), contentOffset (pixel padding on both sides of the content to have space between content and skins), headerOffset (pixel padding below the header before placing the skins), alignTopScroll (Align skins to the top of the page if the header goes out of view). These values will override the custom variables.

Here is an example of a new configuration that might be used within domainConfig.js (see included file in your workspace for more information and more examples):

```
{domainName:'extremetech.com',guttersZindex:2147483645,contentSelector:'div#main',headerSelector:'div#stickyheader',contentOffset:0,headerOffset:0,alignTopScroll:false},
```

Images

The following image template files are included in the images folder:

File Name	Description
panels/ images/ CTA.jpg	The CTA image for left gutter and right gutter.
panels/ images/ logo_sizmek.jpg	The Logo image for header, left gutter and right gutter. (Used only in IE10 and above as required for MSN)

Customizing HTML5 Page Skin Format in HTML

If user just wants to update content images please follow these steps

- Go to panels/images folder
- Notice there are 2 images in this folder
- Just replace or add the files.

If you wanted to change the image names

- Go to `panels/left_gutter/scripts/script.js` and `panels/right_gutter/scripts/script.js`
- Change the names in script files

Left Gutter Panel

To customize the left gutter panel, open `panels/left_gutter /index.htm`, `panels/ left_gutter /styles/style.css`, and `panels/ left_gutter /scripts/script.js` in an HTML-authoring environment.

Panel Functions (`panels/left_gutter/scripts/scripts.js`)

Function Name	Description
<code>creative.startAd</code>	Function to start up the ad after all necessary elements have loaded. Including the following: <ul style="list-style-type: none"> • Initialize global variables
<code>creative.addEventListeners</code>	The function adds all event listeners.
<code>creative.panelRepositionHandler</code>	This function handles panel position, dimension and content
<code>creative.eventManager</code>	Template function do not modify
<code>creative.addJSEventListener</code>	Custom listener function, it can listen event from other panel or banner (Template function do not modify) Paramaters (eventName, callback, interAd)
<code>creative.dispatchJSEvent</code>	Custom dispatch function, it can dispatch event to other panel or banner (Template function do not modify) Paramaters (eventName, params)
<code>creative.removeJSEventListener</code>	Custom remove listener function, it removes listener(Template function do not modify)

Paramaters (listenerId)	
creative.creativeContainerReady	Template function do not modify

Right Gutter Panel

To customize the left gutter panel, open `panels/right_gutter /index.htm`, `panels/ right _gutter /styles/style.css`, and `panels/ right _gutter /scripts/script.js` in an HTML-authoring environment.

Customizable Functions

Panel Functions (panels/_gutter/scripts/scripts.js)

Function Name	Description
creative.startAd	Function to start up the ad after all necessary elements have loaded. Including the following: <ul style="list-style-type: none"> • Initialize global variables
creative.addEventListeners	The function adds all event listeners.
creative.panelRepositionHandler	This function handles panel position, dimension and content
creative.eventManager	Template function do not modify
creative.addJSEventListener	Custom listener function, it can listen event from other panel or banner (Template function do not modify) Paramaters (eventName, callback, interAd)
creative.dispatchJSEvent	Custom dispatch function, it can dispatch event to other panel or banner (Template function do not modify) Paramaters (eventName, params)
creative.removeJSEventListener	Custom remove listener function, it removes listener(Template function do not modify) Paramaters (listenerId)
creative.creativeContainerReady	Template function do not modify

Custom JS Variable for Page Skin

Custom Variable Name	Type	Description	Default Value
mdRightGutterPanelName	String	Accepted values: - Any panel name Right Gutter panel name on the platform. If there is no name added here ... panel should not show.	rightGutter
mdLeftGutterPanelName	String	Accepted values: - Any panel name Left Gutter panel name on the platform. If there is no name added here ... panel should not show.	leftGutter
mdPosition	String	Accepted values:- fixed or scroll Gutters div positioning style.	fixed
mdBackgroundColor	String	Accepted values:- Any hex value color(e.g. #FF00CC) Background color in hex values.	undefined
mdAutoRepositionInterval	Number	Accepted values:- Any number Panel reposition interval. 0 for turn off the interval. Panels reposition in every "n" milliseconds.	100
mdContentWidth	Number	Accepted values:- Any number Page content width	800
mdEyeDivZIndex	String	Accepted values:- Any number The default z-index of the eye div.	10000
mdMinWidthForGutters	Number	Accepted values:- Any number Gutters minimum width	0
mdMaxWidthForGutters	Number	Accepted values:- Any number Gutters maximum width.	300
mdGuttersDefaultHeight	Number	Accepted values:- Any number	1000

Gutters default height.			
mdGuttersAspectRatio	Boolean	Accepted values: - true/false To define if Gutters should be scaled in aspect ratio.	false
mdNoMaxWidthForGutters	Boolean	Accepted values: - true/false To define if gutters should cover available page width on both left and right side.	true
mdIsResponsive	Boolean	Accepted values: - true/false To define if gutters should responsive or static.	true
mdGutterTopPos	Number	Accepted values:-Any number To define the top position of the Gutters. First JavaScript will try to get value from the current page and apply that value to set the top position of the gutters, but if JavaScript failed to get any value from the page it will take value from this custom variable.	100
mdGuttersTopScroll	Boolean	Accepted values: - true/false To define if gutters should align to top if site header is going away while scrolling the page.	false

Note: The above custom variables have default values for the responsive skins; if you are using the static skin template you must make sure you update the custom variable “mdIsResponsive” to false.

Setting Up HTML5 Page Skin Format in Sizmek MDX

To set up a HTML5 Page Skin Format in Sizmek MDX:

1. Archive the HTML5 Page Skin workspaces into ZIP files, preserving the directory structure. You can do this with WinZip, 7Zip, or another archiving program.
2. In the Sizmek MDX, under Creative Assets, create new Workspace by uploading the ZIP file.
3. Under the Ads section, create ad use the workspace you have uploaded.
4. Set Ad Format to **HTML5 Page Skin** and fill out the form.

Note: On the Sizmek Platform, your user account will need access to the HTML5 Page Skin format in the list of available custom formats. If you do not have access to this format, please reach out to Support to gain permissions for this format

5. Add the following panels to the Panels List.
 - **leftgutter:** select panels/left_gutter/index.html for the creative asset. Set the Dimensions to "0x0. Set "Auto Retract When" to "Never" and "Position Type" to "Page relative-Pixels".
 - **rightgutter:** select panels/right_gutter/index.html for the creative asset. Set the Dimensions to "0x0. Set "Auto Retract When" to "Never" and "Position Type" to "Page relative-Pixels".
6. Make sure leave Panel Settings checkboxes unchecked.
7. Save the ad.
8. Under the Advanced Features section, customize the Variables to your needs.
9. [Create a new placement](#) for the ad.
10. Fill out the form. Set the Placement type to In Banner and the Banner size to 1x1.

After you've saved your placement, you can then generate preview tags to test on your web site.

Custom Script Notice:

Since the Time HTML5 Page Skin format is a HTML5 Custom Format, there is no need to attach a custom script since the appropriate one will be pulled in automatically. For reference, the following custom script is being used:

http://ds.serving-sys.com/burstingres/CustomScripts/PL_HTML5PageSkin.js

Reported Custom Interactions

The following custom interactions are reported by the ad and can be reviewed in Sizmek's reporting (besides standard ad interactions):

Interaction Name	Description
Left_Gutter_Viewed	Custom Interaction send on very first time when user gutter shows
Right_Gutter_Viewed	Custom Interaction send on very first time when user gutter shows

Change Log

Release: July 28, 2015

- Initial release

Notice

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