

In-Page to Full-screen HTML5 Build Guide

Introduction.

Aimed primarily at mobile devices (*tablets and phones*) but flexible enough to also be used and served within a desktop environment too, the **In-Page to Full-screen** format allows you to create a truly unique creative that will adapt to where it's being served and work wherever it appears.

Why build 3 different creatives for users of phones, users of tablets and users on a desktop browser, when you can use the **In-Page to Full-screen** format and create just one creative which will proceed to work perfectly for all users. With just a simple tap instantly create a full-screen experience that works across any device and provides you with the canvas to deliver beautiful and engaging content to users.



A preview of a creative using the Swipe for More HTML5 component can be found [here](#)

Build & Delivery

The **In-Page to Full-screen** format in this build guide has an initial creative size of 300x250 (a standard MPU), however when creating this format from the templates within this guide you can change this initial creative to be whatever size you'd like it to be. In addition to this if you need to create multiple creative placements you can just create different initial creatives and then they can all utilise the same full-screen layout design across all of your ads.

For example, for a tablet, you could create two in-page creatives for a leaderboard and an MPU, and then both of these can share the same assets and design for the full-screen mode once a user taps them.

NOTE: The In-page to Full-screen format supports Android (Honeycomb+) and iOS (4+) devices and works on any screen size or orientation in a Webkit based browser.

Template File Structure

File name	Description	Upload to Studio
index.html	Main creative HTML file. All your content goes here. Edit to add your content as described below.	YES
main.css	Template CSS. Edit if needed as described below.	YES
main.js	Template JavaScript. Edit if needed as described below.	YES
custom.css	All your own CSS goes here.	YES
custom.js	All your own JavaScript goes here.	YES
test_dfa.html	DFA Simulator. Use for localhost testing.	NO
test_dfp.html	DFP Simulator. Use for localhost testing.	NO
tapToFullScreenParentScript.js	Ad serving JavaScript simulator. Used for local testing. Don't edit.	NO
300x350.png, 1024x768.jpg	Background and Backup Image placeholders. Replace with your own artwork.	YES (once replaced with your artwork)

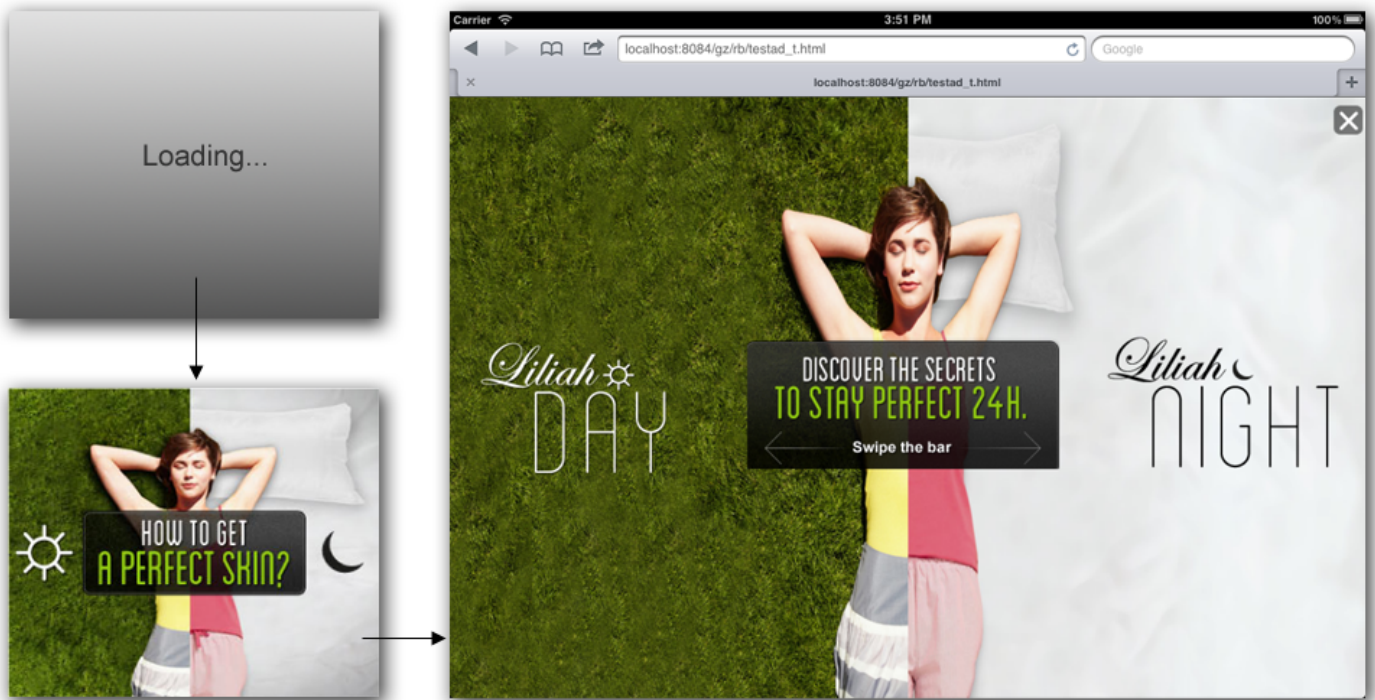
NOTE: Full-screen test preview will not work in Studio. It will work on your localhost and in DFA.

Content Design

Content is King (or Queen)!

This template offers you complete freedom to be able to design your own content exactly the way you want it. Of course, please keep web standards and accessibility in mind when you do so but feel free to use third-party mobile frameworks or write your own JavaScript when using and adding to this template. This guide outlines one example of how this template can be used in order to create ads with impressive video gallery and swipe gestures for navigation.

NOTE: Please feel free to talk to us in order to learn more about touch screen components and some of the other HTML5 components we've been building in-house for your use and customization (see *contacts section below*).



All content goes in one file, **index.html**. The template is well commented to indicate where your content should be inserted. We recommend to leave the close button intact.

You have three main sections to edit:

```
<!-- Loading section -->  
<section id="ad-loading-section" class="loading-section">  
  ...  
</section>
```

```

<!-- In-page section -->
<section id="ad-inpage-section" class="inpage-section">
  ...
</section>
<!-- Full-screen section -->
<section id="ad-full-screen-section" class="full-screen-section">
  <!-- Do not remove this close button. Edit CSS presentation if needed. -->
  <button id="ad-close-full-screen-button" title="Close"
    class="close-full-screen-button"></button>
  ...
</section>

```

The template provides some demo content, but you should remove it all. Leave **<section>** tags intact. You can edit the code inside those tags. **Loading section** is displaying content while parent page is loading, and it will swap with the **In-page section** when the Enabler is ready. This is also called polite load. You can add the expanding to full-screen click event listener to the whole **In-page section** or to a button or any other HTML element in your artwork - this is really is up to your design concept. All sections are available to you as JavaScript global variables.

```

dcrmLoadingSection = document.getElementById("ad-loading-section");
dcrmInPageSection = document.getElementById("ad-inpage-section");
dcrmFullScreenSection = document.getElementById("ad-full-screen-section");

```

The template offers a button inside the **In-page section** to open the add in full-screen mode, but you can change this to suit your design needs. You can make the whole In-page section clickable if you do this in the **main.js** file:

```

dcrmInPageSection.addEventListener("click", openFullScreen, false);

```

Once the user taps/clicks on your event trigger, the ad will do the full-screen magic and swap the **In-page section** with the **Full-screen section**.

NOTE: This template uses HTML5 best code practices. We included externally hosted font "Lilita One", to illustrate how you can be creative going beyond the limitations of the pre-HTML5 era. Utilize and use the latest and greatest offering from the HTML5 spec. We are happy to advise and help you on any step in your design process.

Device Orientation

You can control the layout of your creative if the viewer holds the device in particular position or changes the orientation by placing specific portrait and landscape CSS for each. To do this, open the **custom.css** file and place your selectors and declarations for each orientation respectively.

```

/* portrait */
@media screen and (orientation:portrait) {
  /* portrait-specific styles */

  /* YOUR CSS GOES HERE */
}

```

```
}

/* landscape */
@media screen and (orientation:landscape) {
  /* landscape-specific styles */

  /* YOUR CSS GOES HERE */
}
```

Localhost Testing

You can test and simulate how your ad will work and look when served using provided DFA (**test_dfa.html**) and DFP (**test_dfp.html**) simulator files by locally opening those in your browser. To test the creative only, simply open the **index.html** file in your browser or software device simulator (XCode's iOS Simulator or Android's SDK Device Emulator).

We recommend to upload the files on your test web server so you can test interactions on physical device.

Rich Media Events

The template is enabled with 3 default events. You are free to add as many events you need based on your content and interactions.

Event	Type	Description
Full Screen count	Counter	Counts number of full-screen views.
Full Screen duration	Timer	Records the time duration full-screen mode was displayed and interacted with.
Default exit	Exit	Required default exit.

The default exit in the template is associated with the exit button labeled "Exit 1" in the creative **Full screen section**. You can change this and attach the event listener to any element you need. The current code is in the **main.js** files is:

```
dcrmExitButton.addEventListener("click", dcrmExit, false);
```

Additional.

Notes.

Serving this creative from DFA requires your Trafficker to make additional ad settings. Please make sure to add notes to your publishing message in Studio to remind the trafficking team about this.

For more information, definitions and examples, please visit this link:

www.google.com/support/richmedia/bin/answer.py?hlrm=en&answer=117681.

Resources

- > [DEMO] In-Page to Fullscreen
- > [FILES] In-page to Fullscreen Demo
- > [HELP DOCUMENTATION] Google's HTML5 Rocks website
- > [HELP DOCUMENTATION] Studio link to HTML5 Information
- > [HELP DOCUMENTATION] Studio Enabler API/SDK Information
- > [HELP DOCUMENTATION] Setting up your creative in Studio

- > DoubleClick Rich Media Help Centre
- > DoubleClick Rich Media Studio
- > DoubleClick Rich Media Gallery
- > [@rmgallery](#) - DoubleClick Rich Media Gallery Twitter Account

Contact Us

If we haven't quite covered everything in this document, please contact your local Rich Media Campaign Manager or email our technical team at dclk-drmtechnical@google.com with any follow up questions.

About DoubleClick

For advertisers and publishers who need to reach a target audience, the DoubleClick product suite is an advertising platform that maximizes revenue growth and return on advertising spend through a unique and innovative ad targeting process. The experience and innovative spirit at DoubleClick drives a constant evolution of products and solutions, ensuring the best, most effective advertising tools are always at our customers' command.

www.doubleclick.com

www.richmediagallery.com



DoubleClick UK : Belgrave House, 76 Buckingham Palace Road, London SW1W 9TQ : Phone: +44 (0)800 912 1344

www.doubleclick.co.uk ©2010 Google Inc. All rights reserved.