

Sizmek Ad Feature

JS Sync

HTML5 Build Guide

SizmekTM

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Overview

The HTML5 JS Sync Ad Feature allows you to communicate and sync between multiple unique HTML5 ads, and panels within ads, that are served on the same publisher page. This Ad Feature utilizes a Custom Script that acts as a proxy between your sync ads and relays messages to your creative.

This Ad Feature includes three (3) templates:

1. **Polite Ads** – Syncs between two polite ads
2. **Polite and Expandable** – Syncs between an HTML5 Expandable Banner panel and a Polite ad
3. **Polite, Expandable and Single Expandable** – Syncs between an HTML5 Banner panel, a Polite ad and a Single Expandable and includes disconnect/connect buttons to establish and break connections.

This Ad Feature uses the following Custom Script:

http://ds.serving-sys.com/burstingres/CustomScripts/PL_HTML5_JSSync.js

Supported Platforms

Platform	Supported Version
Windows	Internet Explorer 9+, Firefox, Chrome, Safari
Mac	Firefox, Chrome, Safari
	Supported Version
Platform	
iPhone	iOS 7.0 and later
iPad	iOS 7.0 and later
Android	Android 4 and later(including tablets)

Demos/Downloads

To download the Ad Feature, view a demo, or get the latest copy of the build guide, please visit the Ad Features page on Sizmek Showcase. For more information, contact your Creative Development Specialist.

Known Issues

- Will not work with Safeframes.

Included Files

Sync Between Polite ads

Filename	Description
HTML5 Workspace Folder 1/css/feature_styles.css	Sizmek Feature Stylesheet
HTML5 Workspace Folder 1/images/DefaultImage300x250.gif	Sizmek Feature Default Image
HTML5 Workspace Folder 1/index.html	Sizmek Feature HTML5 file.
HTML5 Workspace Folder 1/js/jssync.js	Sizmek Feature Javascript file.
HTML5 Workspace Folder 2/css/feature_styles.css	Sizmek Feature Stylesheet
HTML5 Workspace Folder 2/images/DefaultImage728x90.gif	Sizmek Feature Default Image
HTML5 Workspace Folder 2/ndex.html	Sizmek Feature HTML5 file.
HTML5 Workspace Folder 2/js/jssync.js	Sizmek Feature Javascript file.

Sync Between Expandable and Polite

Filename	Description
HTML5 Workspace Folder 1/css/feature_styles.css	Sizmek Feature Stylesheet
HTML5 Workspace Folder 1/images/DefaultImage300x50.gif	Sizmek Feature Default Image
HTML5 Workspace Folder 1/index.html	Sizmek Feature HTML5 file.
HTML5 Workspace Folder 1/panel/css/feature_styles.css	Sizmek Feature Stylesheet
HTML5 Workspace Folder 1/panel/images/DefaultImage300x250.gif	Sizmek Feature Default Image
HTML5 Workspace Folder 1/panel/index.html	Sizmek Feature HTML5 file.
HTML5 Workspace Folder 1/panel/js/jssync.js	Sizmek Feature Javascript file.

HTML5 Workspace Folder 2/css/feature_styles.css	Sizmek Feature Stylesheet
HTML5 Workspace Folder 2/images/DefaultImage728x90.gif	Sizmek Feature Default Image
HTML5 Workspace Folder 2/index.html	Sizmek Feature HTML5 file.
HTML5 Workspace Folder 2/js/jssync.js	Sizmek Feature Javascript file.

Sync Between Expandable and Polite

Filename	Description
HTML5 Workspace Folder 1/css/feature_styles.css	Sizmek Feature Stylesheet
HTML5 Workspace Folder 1/images/DefaultImage300x50.gif	Sizmek Feature Default Image
HTML5 Workspace Folder 1/index.html	Sizmek Feature HTML5 file.
HTML5 Workspace Folder 1/panel/css/feature_styles.css	Sizmek Feature Stylesheet
HTML5 Workspace Folder 1/panel/images/DefaultImage300x250.gif	Sizmek Feature Default Image
HTML5 Workspace Folder 1/panel/index.html	Sizmek Feature HTML5 file.
HTML5 Workspace Folder 1/panel/js/jssync.js	Sizmek Feature Javascript file.
HTML5 Workspace Folder 2/css/feature_styles.css	Sizmek Feature Stylesheet
HTML5 Workspace Folder 2/images/DefaultImage728x90.gif	Sizmek Feature Default Image
HTML5 Workspace Folder 2/index.html	Sizmek Feature HTML5 file.
HTML5 Workspace Folder 2/js/jssync.js	Sizmek Feature Javascript file.
HTML5 Workspace Folder 3/css/feature_styles.css	Sizmek Feature Stylesheet
HTML5 Workspace Folder	Sizmek Feature Default Image

3/images/DefaultImage300x50.gif	
HTML5 Workspace Folder 3/index.html	Sizmek Feature HTML5 file.
HTML5 Workspace Folder 3/js/classList.css	Sizmek Single Expandable Class support Javascript file.
HTML5 Workspace Folder 3/js/EBLoader.js	Sizmek EBLoader Javascript file.
HTML5 Workspace Folder 3/js/jssync.js	Sizmek Feature Javascript file.
HTML5 Workspace Folder 3/js/script.js	Sizmek Single Expandable Javascript file.

Implementing the JS Sync Ad Feature

Before you begin, make sure you have the following resources available:

- **HTML5 JS Sync Ad Feature Files**
- **The JS Sync Custom Script**
 - http://ds.serving-sys.com/burstingres/CustomScripts/PL_HTML5_JSSync.js

Configuring the JS Sync Ad Feature

The following code example shows you how to add JS Sync functionality to your creative. **Please Note:** this must be performed for each ad you wish to sync. If you're syncing within a panel, you must add this code to your panel creative as well.

1. Add JS and CSS includes to your index.html file. **Please note:** some file paths have been shortened for simplification.

```
<script type="text/javascript" src="js/jssync.js"></script>
```

2. Add and edit the following to the body of your index.html file. Update the parameters within the **feature_config** object as needed and instantiate your script. Instantiating the **jsSync** script initiates the connect method.

```
<script type="text/javascript">
  var feature_config = {
    numAds: 2,
    adName: 'demo_1',
    panelName: 'Panel1'
  };

  var jssync= new jsSync (feature_config);
</script>
```

Update the Parameters below as needed.

JS Sync Parameters:

Parameter	Type	Description
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numAds	Integer	The total number of ads you want to sync
adName	Integer	The unique id for your ad. Each ad should have a unique number, for example, if you have three ads, you might give them the ids; 'demo_1', 'demo_2', 'demo_3'.
panelName	String	The panel name of the creative you're syncing. Only needed if using the HTML5 Expandable Ad Format.

3. Subscribe to events by adding event listeners.

```
<script type="text/javascript">
  var feature_config = {
    numAds: 2,
    adName: 'demo_1',
    panelName: 'Panel1'
  };

  var jssync= new jsSync (feature_config);
  jssync.addEventListener("connection_established", adsConnected, false);
  jssync.addEventListener("connection_failed", adsDisconnected, false);
</script>
```

JS Sync Listeners:

Options	Description
connection_established	<p>This event is fired once all sync ads have connected with the custom script.</p> <p>The event object contains one (1) parameters:</p> <p>success: Boolean – true</p>
connection_failed	<p>This event is fired if any of the sync ads have disconnected from the custom script.</p> <p>The event object contains two (2) parameters:</p>

	<p>success: Boolean – false</p> <p>adId: Integer – the id of the sync ad that closed connection</p>
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4. Once a successful connection has been made, verified by the **'connection_established'** event, two methods can be called. Call methods from other ads by using the **sendMessage** method or disconnect an ad by calling the **disconnect** method. Use the following format to call these methods.

```
jssync.sendMessage('demo_2', 'colorChange_1');
jssync.disconnect();
```

JS Sync Methods:

Template name	Description
disconnect	Call this method to disconnect the sync ad from the custom script. Note: this method will only disconnect the ad from which you are calling the method. All other sync ads will remain connected.
sendMessage(target, method);	Accepts two (2) parameters: target: String - the sync ad id you wish to send the message to. method: String – the method name you wish to call within the sync ad you're targeting. Note: This method must exist within the ad you're targeting.

Setting Up the JS Sync Ad Feature in Sizmek MDX

1. Zip and upload the **'HTML5 Workspace Folder'** found in each template folder to your **Creative Assets** folder. Rename the folder if desired.

2. From the main menu, select **Shortcuts > Create New Ad > Create a New Ad**.
3. In the **Ad Name** field, enter the unique name of your ad.
4. From the **Ad Format** drop-down list, select your format type.
5. Choose the HTML5 Workspace Folder you uploaded to platform.
6. Choose the default image from the images folder within your Workspace folder.
7. **HTML5 Expandable Banner Only** - Choose your panel asset and set the panel width and height.
8. Navigate to **Setup > Advanced Features > Custom JS** and add the JS Sync custom script.
 - a. http://ds.serving-sys.com/burstingres/CustomScripts/PL_HTML5_JSSync.js
 - b. **Important** – the custom script must only be added to one of the sync ads.
9. **Save**.

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