# Pixelmags Advertisement/Animation Specifications

### Guidelines for all Advertisements or Animations

* Every advertisement placed as an HTML5 overlay into Pixelmags will need to be able scale according to the window they are placed in due to the differences in resolution of the iPad, and browser window size of each person using the Web Reader/Viewer. The advertisements will also need to be able to resize on the fly, when a browser window is resized. Otherwise the images will not be at the desired size or placement, and may cause some unnecessary grief. Try and stick with percentage based layouts and dimensions.
* Images can be in .gif, .jpg, or .png file types. You can use transparent .gif and .png files in the advertisements. If you plan to fade a transparent .png file you will have some unfavorable results in Internet Explorer 8. Therefore you may want to avoid transparent .png files for fading images, or you will most likely have to troubleshoot options to fix the undesired black pixels showing up in the transition of your fade**1**.
* Sizes of images vary depending on the advertisement and placement into the required location on the magazine page. The maximum image size should not exceed 2048 pixels wide x 1536 pixels high for landscape layouts, or 1536 pixels wide x 2048 pixels high for portrait layouts.
* The max number of images in an advertisement or animation should not be more than 8 images, except for a small photo gallery which has a max number of 4 images.
* JavaScript (jQuery) can be used in HTML 5 overlays, but only use what is necessary to complete the task.
* Test all advertisements/animations in the following web browsers. Internet Explorer 8-current version, Firefox, Google Chrome, and Apple Safari.

### Specs as they pertain to a Fade Animation

* When using jQuery to fade in images of an animation, you will need to use the [.fadeIn()](http://api.jquery.com/fadeIn/) effects function, and set the style of the images to “display:none;”. Don’t use the jQuery .animate() function to fade images in by changing their opacity. Fading the opacity does not work in Internet Explorer 8.
* If you plan to fade a transparent .png file you will have some unfavorable results in Internet Explorer 8. Therefore you may want to avoid transparent .png files for fading images, or you will most likely have to troubleshoot options to fix the undesired black pixels showing up in the transition of your fade**1**.

**1** Troubleshooting note: If you set the background of your transparent .png to a color and/or image it will remedy this issue. You will have to test it to get your desired appearance.

### Specs as they pertain to a Flow Animation

* All images will need to be placed outside of the containing element to start the animation. Usually these images would be set to “position: absolute;” to make it easier to position them, and the containing elements should be “position: relative;”. Positioning images in this way give you better accuracy. Especially when the animation needs to be able to resize to any given window. Therefore the positions and dimensions should be percentage based.

### Specs as they pertain to a Multi-Frame Animation

* The multi-frame animation are best described as an advertisement with multiple full frame slides that advertise one product or brand. The slides pause for a few seconds for viewers to read a message, and then fade to the next full frame slide.
* For this animation you can use the jQuery effects functions for [fadeIn();](http://api.jquery.com/fadeIn/) and [fadeOut();](http://api.jquery.com/fadeOut/), and set all images styles to be “display:none;”.

### Specs as they pertain to Small Photo Gallery

* The small photo gallery only contains 4 images.
* The dimensions of each image have to fill the containing element exactly.
* The thumbnails are generated automatically from the larger image.
* This gallery needs to be able to be swiped so you can quickly navigate between slides on the iPad.

### Specs as they pertain to Large Photo Gallery

* This large gallery contains 8 images.
* The gallery has to fit the full window no matter the size. Of course constraining to the max dimensions in the guidelines above.

### Specs as they pertain to Audio Player

* All audio will first need to be converted to mp4 audio.
* Audio will need to be uploaded to Brightcove to serve the audio to the player.
* The player has instructions in the source code to extract the audio file to play with the audio jplayer. <http://images2.advanstar.com/nick/pixelmags/locumlife-july-august/page20/corykreig.html>
* Swap out the play and pause buttons for ones that work for your situation.
* All overlays that include this audio player need to be relatively square so the button doesn’t get cut off on the edge.

### Specs as they pertain to Video Player

* Depending on how the video is to be displayed, if the video will be in an overlay the Brightcove embed code will need to be modified to fit the window size, and resize accordingly.
* The video player also needs to be one of the adaptable html5 players from Brightcove, due to the inability to use flash on the iPad.