

# Reveal Production Specs

Reveal format creatives contain a single unit with a dynamic vertical height that can be changed while it is displayed to users.

## Reveal

The Reveal format contains four “states” that allow for vertical sizing:

- Intro
- Collapsed
- Maximum
- Fullscreen

The placement can be inline or stuck to the top or bottom of the viewport.

## User Experience

The experience provided by the Reveal format is largely dependent on how you build your creative.

As a single-unit format with variable heights, Reveal enables you to create a sneak-peak view before opening the creative.

For example, you can customize the creative to show a slightly expanded banner (Intro state) which eventually collapses into a traditionally sized banner (Collapsed state).

One major advantage of this format is that it allows animations and videos to play continuously across states. For example, an animation that begins in the collapsed state can smoothly continue into other states.

## States

### Intro:

Presents a slightly larger banner. This state can use a transparent background to appear to “hover” over publisher content.

### Collapsed:

Analogous to the banner unit in an expandable banner. By default, this state is shown after the Intro state.

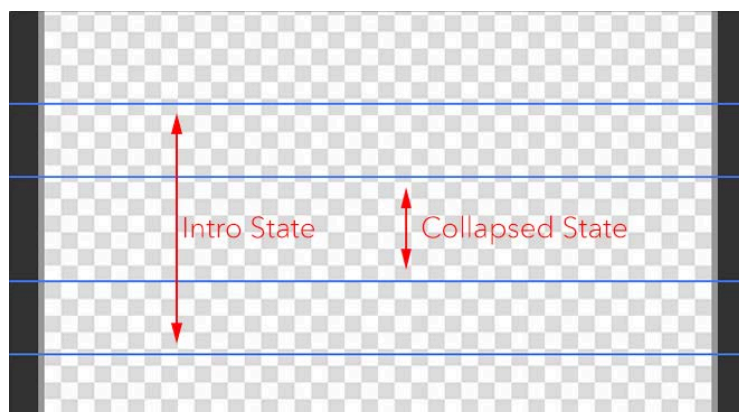
### Maximum:

Analogous to the expanded unit in an expandable banner. The size of this unit is equal to the full unit’s size.

### Full Screen:

This state will fill the device’s full viewport. Overflow is enabled by default on Reveal format creatives.

The full screen state also displays the Close button, which resizes the add down to the collapsed state.



## Sizes

You can set the width and height for the full unit, and the height for the Intro and Collapsed states.

- Mobile:**
- Full Unit: 320 x 416px
  - Intro Height: 120px
  - Collapsed Height: 50px
- Tablet:**
- Full Unit: 728 x 320px
  - Intro Height: 150px
  - Collapsed Height: 90px
- Desktop:**
- Full Unit: 728 x 320px
  - Intro Height: 150px
  - Collapsed Height: 90px

After you create the creative, you can edit any of the sizes from the Info panel of the builder.

## Design Assets

- **Retina:** we recommend using high resolution images. When you create your image, double both the height and width of the image.
  - Optimize high res JPG and PNG files ([tinypng.com](http://tinypng.com)).
  - Add "@2x" to the filename. For example, button@2x.png
  - Upload the image to the Assets Library. It will be automatically tagged with the 2x icon.
- **File formats:** .JPG .PNG .GIF / .MOV .MP4

## Trafficking Settings

The Reveal format has two settings that you can change to alter the placement of the creative.

1. You can control whether the creative appears Inline or Sticky (top or bottom). For Sticky placements, that have creatives that feature animated resizes, the resize will animate differently depending on the location of the placement. Top Sticky placements will resize down, and Bottom Sticky placements will resize up.
2. For Inline placements, you can control the expand direction of the creative (up, down, or both). When you specify an expand direction, the creative content will overlap the publisher content.

### Overlay vs Push

For inline placements, you can select how the creative interacts with the surrounding publisher content. With overlay placements, you have the option to specify the expand direction.

### Dismiss Button

When enabled, the dismiss button is available on all stage sizes.

### Frequency Capping

AdCreator's Audience Builder features can be used to limit the number of times a user sees the auto initiated Intro State. Contact your Celtra Account Manager for more information.