

Technical specifications



Video Sticky

General	
Dimensions	250x<250
Format	MP4, HTML
Maximum file size	1.5 MB
Video file resolution	640x360 or better

HTML Creative	
Consists of	HTML
Security protocol for external source links	HTTPS
FPS	18-24
Body tag style	overflow:hidden; margin:0; padding: 0;
Meta tag in HTML head	name="ad.size" content="width=250,height=250"
Loop	Allowed
Video	Yes
Audio	Allowed on user click
Fullscreen	No
Closing button only for third party serving tag	Yes
Border	Allowed

HTML – ClickTAG	
Placement	Clickable area on the banner
Example of clickTag inserted in an HTML document	<pre><head> <meta name="ad.size" content="width=250,height=250"> <script type="text/javascript"> var clickTag = 'https://digitalmatter.ai'; </script> </head> <body style="overflow:hidden;margin:0;padding:0;"> <video loop autoplay muted="true" paused="false" style="width:250px;height:250px;border:none"> <source src="video_sticky.mp4" type="video/mp4"> </video> </body></pre>