Two Part Expandable Ad

URL For this Creative
http://mraid.iab.net/compliance/units/twopart-expand-part1.txt

Goal of Ad
This ad will go through the life-cycle of a typical MRAID two part expandable ad with the second part expecting MRAID support to be included.

This Creative Tests:

MRAID Methods Tested:

- mraid.addEventListener()
- mraid.close()
- mraid.close()
- mraid.expand(URL)
- mraid.getExpandProperties()
- mraid.getPlacementType()
- mraid.getState()
- mraid.isViewable()
- mraid.open()
- mraid.playVideo()
- mraid.setExpandProperties()
- mraid.setOrientationProperties()
- mraid.useCustomClose()

MRAID Events Watched:

- error
- ready
- stateChange

JavaScript Events Watched:
Behavior of Ad

Initial/Default State

- Initial placement: 300x50 DIP or higher.
- Ad has a background of #000, color #f00.
- Ad creates a button labeled “Two Part Expand” that has a 2px red border located in the center of the black background.
- Ad does not expect rotation, but will work when rotated.
IAB MRAID2 TEST AD: TWO PART EXPANDABLE AD

Fig 1 (Portrait) – Default state
Fig 1 (Landscape) – Default state
Click “Two Part Expand”

- Ad calls mraid.useCustomClose(true).
- Ad expands using mraid.expand(URL). – Will change to mraid.org url in final.
- The URL can be changed to test two part functionality in the ad unit.
- A second webview container is loaded as per MRAID specifications.
- Second part is loaded in new container and includes mraid.js support.
- Second part is self-contained and requires no outside javascript other than the MRAID bridge.
- Second part displays “Loading...” before MRAID support is ready.
- Second part checks MRAID state. It must be expanded.
- Second part checks MRAID placementtype. It must be inline.
- Ad has large top button for closing the expanded ad.
- Ad has a button that uses mraid.open() to IAB’s website.
- Ad has a button that uses mraid.playVideo() to play a streaming video.
- Ad has a button that uses mraid.expand(). This button must have no effect.
- Ad has a white helper block located at the bottom.
- Information is logged to console.log()
Click here to close.

IAB MRAID2 Two Part Compliance Ad.

Open IAB.net

PlayVideo

Expand Again

SDK close button must be hidden. MRAID support must be given. Top area onclick must close ad. Expanding again must do nothing.

Fig 2 (Portrait) – Second Part
IAB MRAID2 Test Ad: Two Part Expandable Ad

Click here to close.

IAB MRAID2 Two Part Compliance Ad.

Open IAB.net  PlayVideo  Expand Again

SDK close button must be hidden. MRAID support must be given. Top area onclick must close ad. Expanding again must do nothing.

Fig 2 (Landscape) – Second Part
IAB MRAID2 TEST AD: TWO PART EXPANDABLE AD

Click “Click here to close.”

- Ad resets to initial state.
- Second part is removed from view hierarchy.

MRAID 2 Compliance Checklist
A container/SDK running this test creative must exhibit these behaviors to prove MRAID compliance.

Default View:

- Button is centered in webview (width and height).
- Background is black.

Second Part Expansion:

- Ad expands to full screen in new webview.
- SDK close area is in top right.
- No SDK close button is given.
- MRAID bridge layer must be injected.
- “Loading...” must not stay on screen.
- Ad must not read “mraid.getState() is not expanded!”
- Ad must not read “mraid.getPlacementType() is not inline!”
- Orientation change is allowed.
- Click “Go to IAB.net” must open a browser to IAB's website.
- Click “PlayVideo” must play a video as per MRAID playVideo specs (page 43-44).
- Click “Expand Again” must do nothing.
- SDK close area clicked closes ad back to default state.
- “Click here to close.” button must mraid.close() ad back to default state.
Acknowledgement

The IAB is grateful for the assistance of Aron Schatz, of ASE Publishing, who created this IAB MRAID Test ad. Please direct any questions about the creative or the associated documentation to the IAB at mobile@iab.net.