

IAB MRAID 2 TEST AD: FULLPAGE AD

Fullpage Ad

URL for this Creative

- <http://mraid.iab.net/compliance/units/fullpage.txt>

Goal of Ad

This ad will test that a creative built using responsive design methods will fill the container and that the container correctly triggers the viewable states and methods. One timer counts the number of seconds the ad is displayed with `isViewable` true and another timer counts the number of seconds the ad is display with `isViewable` false. It is expected that to test this ad unit, the ad must be able to be scrolled or swiped off screen.

This Creative Tests:

MRAID Methods Tested:

- `mraid.addEventListener`
- `mraid.isViewable`
- `mraid.getState`

MRAID Events Watched:

- `error`
- `ready`
- `viewableChange`

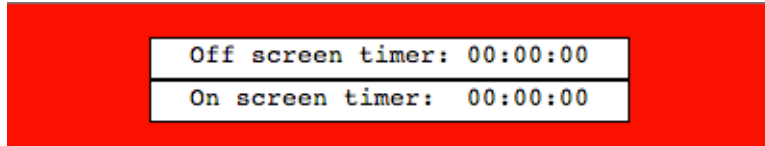
Other:

- Timers are always centered vertically and horizontally in the ad unit

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Behavior of Ad

Initial/Default State



- Ad can begin as any size – it will fill the entire default container
- There must not be any padding or gaps between the red background and the container edges
- The timers must be centered vertically and horizontally on the screen
- Console output expected
 - FullPageTester(2):OK mraid state is ready
 - FullPageTester(2):OK mraid.addEventListener(error)
 - FullPageTester(2):OK mraid.addEventListener(viewableChange)

Test 1 – Start off screen

User Interaction 1 – Ad unit loads entirely off screen or out-of-view and user interaction displays the ad unit entirely in-view

The ad will not be visible when this test begins, but the off screen timer will run.

“it is possible that the container is loaded off-screen as part of an application’s buffer to help provide a smooth user experience.”

- The ad loads but it out of view
- After waiting for 2-5 seconds, user interaction brings the ad fully into view
- The Off screen timer must have stopped, but show a value near the waiting time
- The On screen timer must start and be counting up from the value 0.
- Console output expected:
 - FullPageTester(2):OK mraid.isViewable()
 - FullPageTester(2):OK viewable changed to: false (boolean)
 - ...waiting time...
 - FullPageTester(2):OK viewable changed to: true (boolean)

User Interaction 2 – User interaction moves the ad unit so it is entirely out of view, then moves it back entirely in view.

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The ad will not be visible for a portion of this test. The on screen and off screen timer should operate independently. That is, time indicated on the off screen timer should not include “in-view” time and time indicated on the on screen timer should not include “out-of-view” time.

“The viewable change event fires when the ad moves from on-screen to off-screen and vice versa.”

- Note the on screen timer, for example 00:30:00 for ten seconds on screen
- Note the off screen timer, for example 00:05:00 for five seconds off screen
- Gesture to move the ad unit completely out of view
- After waiting for about 5 seconds, gesture to bring the ad unit back into view
- The Off screen timer must have stopped, but show a value that has increased as much as the waiting time, for example 00:10:00.
- The On screen timer must start and be counting up from the value before the gestures, for example 00:30:00.
- Console output expected:
 - FullPageTester(2):OK viewable changed to: false (boolean)
 - ...waiting time...
 - FullPageTester(2):OK viewable changed to: true (boolean)

Test 2 – Start on screen

User Interaction 1 – Ad unit loads entirely on screen

The ad will be visible when this test begins, and the off screen timer will not run.

“The isVisible method returns whether the ad container is currently on or off the screen.”

- The ad loads entirely in view
- The Off screen timer shows a value of 0 and is not counting up.
- The On screen timer must start and be counting up from the value 0.
- Console output expected:
 - FullPageTester(2):OK mraid.isVisible()
 - FullPageTester(2):OK viewable changed to: true (boolean)

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MRAID 2 Compliance Checklist

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

- ✓ Off screen timer runs only when ad is not viewable
- ✓ On screen timer runs only when ad is viewable
- ✓ Viewable states are accurate for initial load
- ✓ Viewable states are accurate after user interactions
- ✓ None of the following console messages can appear
 - FullPageTester(3):ERR mraid error caught
 - ResizeErrTester(3):ERR mraid state is not recognized - tests cannot continue
 - ResizeErrTester(3):ERR calling getState
 - ResizeErrTester(3):ERR calling addEventListener
 - ResizeErrTester(2):ERR calling isVisible

Additional Notes

If your container testing environment does not support capturing console.log output from JavaScript, you can change the value of variable “useAlert” to mirror all logging to pop-up alert boxes.

The debugging output level can also be adjusted to see more info for troubleshooting; use the variable “logLevel”.

Source code is thoroughly documented.

Developer-testers can use the WebTester at <http://webtester.mraid.org/> for browser-based testing.

Acknowledgement

The IAB is grateful for the assistance of Nathan Carver of Crisp Media 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.