

## **ARON SCHATZ'S IAB TWO PART EXPANDABLE AD**

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### **MRAID2 Two Part Expandable Compliance Ad.**

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

##### **MRAID Events Watched:**

- stateChange
- error
- ready

##### **JavaScript Events Watched:**

- window.load

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### 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.



Fig 1 (Portrait) - Default state

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Fig 1 (Landscape) - Default state

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### 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()`



Fig 2 (Portrait) – Second Part

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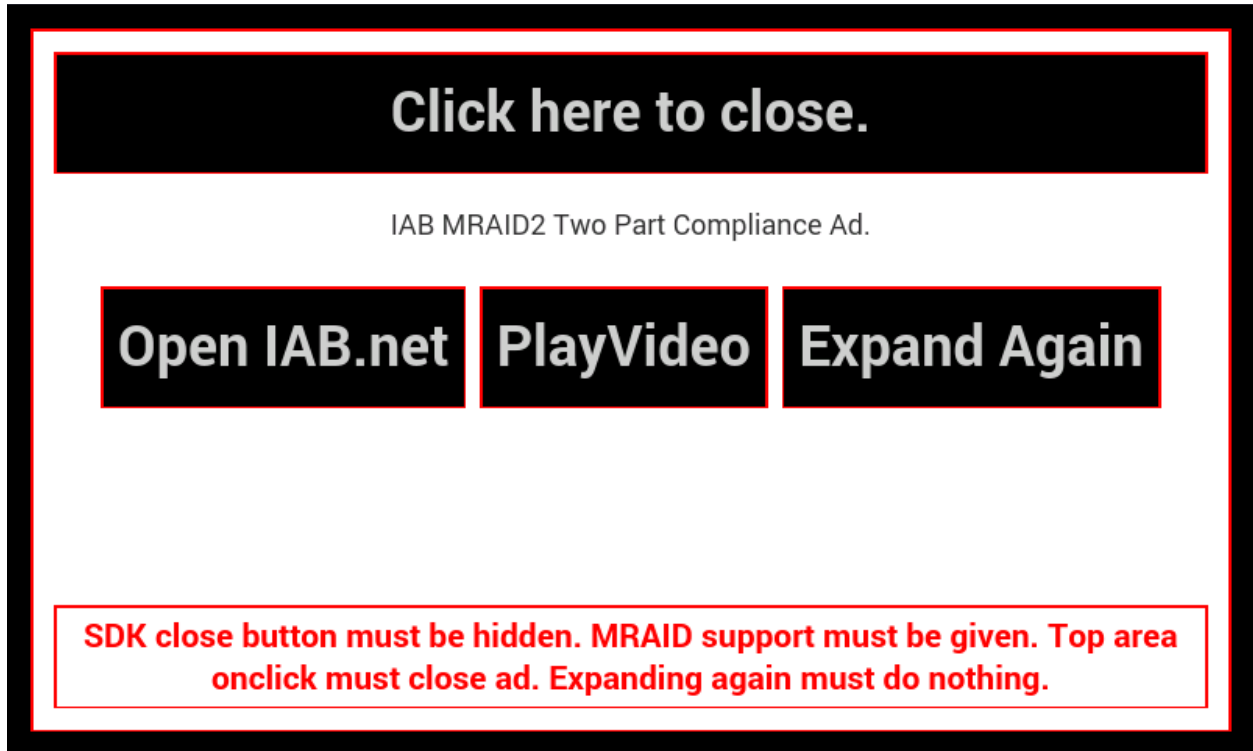


Fig 2 (Landscape) - Second Part

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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.



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### **URL For this Creative**

<http://www.aronschatz.com/mraid/testads/aron2partmraid2/adunit.txt>