

Quick Reference Guide for JS Playables

On the Tech Side

Make sure your ad is MRAID compliant - [IAB documentation here](#)

- Use **mraid.openStore(url)** to redirect the user to the app store. i.e: <https://itunes.apple.com/us/app/jigsaw-puzzle/id495583717?mt=8>
- For iOS, using **mraid.preloadStore(url)** early in the code will allow our SDK to preload the store so it loads faster when called (please note that this only works for iTunes store urls)
- For any other redirects use **mraid.open(url)**.
- Use **mraid.addEventListener('viewableChange')** and **mraid.isViewable** to determine if the ad is visible
- Use screen size to determine rotation and scaling
- Only Base64 encode images needed for the initial load and stream in other assets from a CDN
- Provide absolute paths (i.e. <https://adcolony.com/image1.png>)
- Use https for all urls
- The close button and timers will be handled by our SDK
- Include a mute button if there is sound
- The file should be no larger than 2MB
- 3rd party ads will not be pre-cached and will download the JS script for every ad impression

On the Design Side

- The ad should support both orientations as a responsive mobile optimized unit
- Build in an initial load screen (<200K)
- Focus on key elements of the gameplay
- Guide users through the experience and simplify if necessary
- Include clear visual or written directions
- Have an install button present at all times
- Please keep the bottom right 65x24 px area clear to ensure graphics /buttons do not overlap with the AdChoices button

