

WrapStyle.TopBottom

The default for WrapFormat.Style is WrapStyle.TopBottom. Therefore, the TextFrame will follow this paragraph...

TextFrame with default (TopBottom) WrapStyle

...and precede this paragraph.

WrapStyle.Through

 With WrapFormat.Style of the image set to WrapStyle.Through, this text will start in front of the image and not below it.

The first of the next two TextFrames has WrapFormat.Style set to WrapStyle.Through. Therefore, the second one starts at the same height,...

TextFrame with Through WrapStyle

TextFrame with default (TopBottom) WrapStyle

...but the next paragraph starts below the second TextFrame.

WrapFormat distances

The next TextFrame has defined distances...

TextFrame with various WrapFormat distances set

...to the surrounding elements.