iPROM AdServer

HTML5

Instructions and technical specifications

The HTML5 ad needs an **index.html** file and potential support files to display. If there are several files, they are all saved in the **ZIP file (.zip)**.

1. Instructions for the preparation of the .zip file:

Preparation of the .zip file:

- create an empty folder,

- transfer the basic HTML file (**index.html**) and all the files that are needed for the display of the ad to the folder,

- file names should not contain any **letters with caron or special characters** (ČŠŽĐĆ!$%#&/()=?*),

- calls for the inclusion of support files (scripts, images etc.) should not contain the so called query parameters:
  wrong: `src:"images/acopy.png?1470578"`
  correct: `src:"images/acopy.png"`

- compress the folder to a **ZIP** file and add the dimension in the name (e.g. ad_300x250.zip). There is a difference between RAR and ZIP files, so it is important that you deliver the materials in the appropriate format.

Example of a HTML5 ad in a ZIP file

- the ZIP file should contain:
  - files of the .css, .js, .html, .gif, .jpg, .png, .svg and .mp4 types,
  - an *index.html* file, which must include:
    - i. a declaration `<!DOCTYPE html>`
    - ii. a meta tag for the size in the following form

```
<meta name="ad.size" content="width=300,height=250">
```
  o on level one there should only be **one *.html* file**

- the ZIP file **should not contain:**
  o additional .zip files,
  o temporary/working files, which do not get used in the final ad.

IMPORTANT:

- The ad should **not call exterior files and libraries.**
- All files that are needed for the functioning of the ad must be inside the **ZIP file**, and all **paths** to index.html given in a **relative** manner.
- The total **size** of the .zip file should not exceed:
  o **150kB**, if the .zip file **does not contain a video**,
  o if the .zip contains a video file, the **video** file **should not exceed 4MB**.
- The HTML5 ad code **should not set any cookies that are not allowed.**
- If the ad contains an **autoplay video,** its default setting should be **muted.** The video must be inserted in the HTML with an **alternative image (poster)** which is displayed before the video starts playing or if the video cannot be played.

```
<video autoplay muted poster="poster_image.jpg">
    <source src="video.mp4">
</video>
```

- The ad should be **responsive** (adaptable to different screen dimensions).
- The ad intended for mobile advertising should be adjusted to the use on mobile devices.
- In case of animated ads, the **animation should end after 30 seconds.**

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2. Adding a clickable area

The HTML5 ad can contain one or several clickable areas or elements.

If the entire area of the ad is clickable, iPROM AdServer automatically adapts the entire ad for clicking. In case of different clickable areas follow the instructions below.

Several different clickable areas:

1. Define an ID (or class) for the area:

```
<div id="layer"></div>
<div id="layer1"></div>
```

2. Add the click function through JavaScript:

```
<script>
document.getElementById('layer').addEventListener('click',
function () { exitHandler('clickthru') }, false);

document.getElementById('layer1').addEventListener('click',
function () { exitHandler('clickthru1') }, false);
</script>
```

3. Preparation of advertising materials

The advertising materials must be submitted at least 3 working days before the beginning of the advertising campaign to confirm their adequacy and organise all activities that are needed to begin advertising.