

## HTML5 AD SPECIFICATIONS

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### Deliverables:

- **Zipped HTML5 file** that includes all assets such as .html file, CSS, JS and images associated with it
- The unzipped version of all assets should not exceed 200KB. The shared libraries hosted on the external servers are not included in the file size. (**Note: Assets hosted on the client server must be secured**)
- Max initial load size is 200KB; Max polite load size is 400KB
- <noscript> Tag should be applied to serve a backup image to users who have disabled JavaScript or are using a browser that does not support client-side scripting. Backup Image format: JPG, GIF, PNG; Max file size: 60K.

### Click Tag Implementation Requirements:

- A clickTAG must be implemented within the .html file. There must be no minification/implementation of the clickTAG within the assets (.JS or CSS)
- If banners are built using Google Web Designer (GWD), the exit metric function must be used to define the clickTAG for the banners. Here is a guide to exit function implementation: <https://www.youtube.com/watch?v=ZNhGBystXGs>
- If banners are built using Adobe Animate or manual web developer code, clickTAG implementation should follow the below syntax:

```
<html>
<head>

    <script type="text/javascript">
        var clickTag = "please insert the landing URL of your creative here";
    </script>
</head>
<body>
    <a href="javascript:window.open(window.clickTag)">

        [The rest of your creative code goes here.]

    </a>
</body>
</html>
```

**\*\*The above piece of code is just a sample for reference. Make sure, you work with your creative developer to get the click tag implemented accordingly.**