Technical specifications

dfv Horeca Media

Specification for HTML5 Display Ads

HTML5 Ads: Scalability and file size

Scalability:

- The advertising material must not have a fixed width and height. You have to make sure that the advertising material can be scaled.

- Please ensure that the advertising material is **scalable to different sizes** and that it automatically adapts to the scaling of the content. Your advertising material will be displayed for some placements on the website and mobile.

File Size:

- Like websites, HTML5 advertising material consists of several elements that cannot be combined and compressed in one file in the same way as Flash. These are: HTML files, CSS, libraries (Javascript, JQuery, etc.), images, videos.

- To ensure that the creation of the website and the advertising material is not unnecessarily delayed, the following must be observed during creation:

  o The individual elements of the HTML5 advertising material should be kept as small as possible, both in terms of their number and file size, in order to minimize server processes / requests from server requests.

  o The compilation methods of the code and code optimizations should be applied in one file. This can be achieved through compression and optimization processes as well as the economical use of animations and the integration of external elements such as fonts and libraries, which are also added to the file size.

  o Subdirectory: There may be up to one level of subfolders

    o Max 50 items in zip-file

    o Max 10 clicktags

Max file size: 120 KB

HTML5 Ads: Click count

Click count:

- For the click count, "clicktag" should be included as a URL parameter. If there are more thatn one click areas, please define them by "clicktag1", "clicktag2", "clicktag3", "clicktag4", "clicktag5", ..., "clicktag9"

- Code examples for the transfer of the clicktag (the pixel information is an example of an advertising form):

Simple Hyperlink Tag

```
<html>

<head>
</head>

<body>
    <a href="#clicktag" id="clicktag" target="_blank">
        <div id="example_element" style="width: 300px; height: 250px">
        </div>
    </a>
    <script>
        document.getElementById('clicktag').setAttribute('href', clicktag);
    </script>
</body>

</html>
```

Important:

The "example_element" area, marked in blue, represents the code of the actual banner or the elements of the banner. This part should not be copied if code is copied from the example. In this example, the banner is enclosed by an HTML anchor tag that makes the link, which in turn is in a subsequent script is set via the clicktag variable.

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HTML5 Ads: Click count

For different clickable areas

```html
<html>

<head>
</head>

<body>
    <a href="#clicktag" id="clicktag" target="_blank">
        <div id="example_element1" style="width: 300px; height: 250px">
        </div>
    </a>
    <a href="#clicktag1" id="clicktag1" target="_blank">
        <div id="example_element2" style="width: 300px; height: 250px">
        </div>
    </a>
    <script>
        document.getElementById('clicktag').setAttribute('href', clicktag);
        document.getElementById('clicktag1').setAttribute('href', clicktag1);
    </script>
</body>

</html>
```

Important:

The areas marked in blue "example_element1" and "example_element2" represent areas of the banner that should be clickable. This part should not be copied if code is copied from the example

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HTML5 Banner: Klickzählung

The click tags can only be filled by the system if they are used in the base file (HTML file). If clicktags are used in external Javascript files, for example, ADITION cannot fill them with values.

The clicktags cannot be recognized if they are written in a different way, e.g. clickTag, clicktag, etc. Therefore, please always use clicktags in lower case, as shown in the example on page 12. It is not necessary to declare Javascript variables. Therefore, code snippets such as the following should be avoided:

```
<script>
clicktag = "";
</script>
```

clicktags can't be filled with own data/variables:

```
<script>
clicktag = "https://www.adition.com";
</script>
```

Both cases lead to an overwrite by ADITION and therefore the impossibility of your click count.

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HTML5 Ads: Fallback / Compatibility / Video

Fallback / Compatibility:

- If a browser does not support a special feature or a library used that is used in the advertising material, a JPG / GIF fallback defined in the advertising material should be displayed.

- For example, if the ad is not supported by IE 11, the agency must ensure that the fallback is displayed in this browser. The creative agency must test the advertising material on all common browsers and notify the marketer of any browsers that should be excluded.

Graphic compression:

- Graphics are to be optimized with regard to the file size. The use of PNG crusher and scalable vector graphics is recommended

Video:

- Videos in HTML5 advertising material should be included throughout the day.
- Ads with videos must be provided with a preview image (poster). The video starts as soon as it is loaded or through user interaction on most mobile devices. It should be noted that no click tags can be placed on videos on mobile devices. The click tag must be stored in an area outside of the video. The video must be optimized in terms of quality and file size and must be streamed in a suitable server environment.
- Max video size: 2,5 MB
- The video is to be provided both in H264 / mp4 and VP8 / WebM.

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HTML5 Ads: Animation / Delivery

Animation:

- In the case of animations, care must be taken that they do not unnecessarily load the client CPU. Several parallel animations and overlapping transparent graphics should be avoided. The use of CSS3 or Javascript animations should be chosen with consideration of the CPU and GPU utilization.

Delivery :

- The HTML5 advertising material is delivered as a zip file, which contains all elements of the advertising material, with the exception of externally loaded libraries, videos or fonts.

- **Put all files in a main folder with a maximum of one subfolder. No folder structures or subfolders may be used.**

- The zip file must contain an index.html file as a starting point and root directory. All integrated scripts as well as all elements contained in the zip file must be linked relatively.

- Alternatively, a redirect can be delivered. All of the above requirements, e.g. file size, number of files, also apply here. Depending on the marketer, delivery must be made physically or as a redirect.

- **Please deliver HTML ads 5 working days prior to the start date of the campaign.**

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