

TECHNICAL SPECIFICATIONS

HTML5 ADVERTISING FORMAT

Implementation codes



Warning

Implementation codes depend on [URL fragment identifier](#), it means that your creative must not depend on this property, at least not on document load.

A tag, which should surround clickable place in banner

ID of the element is important, if you modify it, you need to change it also in succeeding functions

```
<a id="creativelink" target="_blank">
  
</a>
```

Function which should be added in a creative to measure clicks before </body>

```
<script type="text/javascript">
  var parsed =
(document.location.href.split('#')[1]||'').spl
it('&');
  var params = parsed.reduce(function
(params, param) {
    var param = param.split('=');
    params[param[0]] =
decodeURIComponent(param.slice(1).join(
='));
    return params;
  }, {});
</script>
```

Click measurement implemented after previous script but before </body>

Be careful about the variable in brackets, it has to be this same as given in the 1st row in this case it's 'creativelink'

```
// change link href
document.getElementById('creativelink').hr
ef = params.clickTag;
```

<p>MultiClicktag option (you need to make multiple surrounds of <a> tag) and then properly use it with this function</p>	<pre>document.getElementById('creativelink0'). href = params.clickTag0; document.getElementById('creativelink1'). href = params.clickTag1;</pre>
<p>Interaction implementation. You need to define a proper interaction-trigger</p>	<pre>document.getElementById('interaction-trigger').addEventListener('mouseenter', function() { window.parent.postMessage('my_interaction_function', '*'); });</pre>

Short example:

CreativeCode:

```
<html>
<head>
</head>
<body>

</body>
</html>
```

Surrounding clickable element:

```
<html>
<head>
</head>
<body>
<a id="creativelink" target="_blank">

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

Inserting proper function to measure clicks:

```

<html>
<head>
</head>
<body>
  <a id="creativelink" target="_blank">
    
  </a>
  <script type="text/javascript">
    var parsed = (document.location.href.split('#')[1]||'').split('&');
    var params = parsed.reduce(function (params, param) {
      var param = param.split('=');
      params[param[0]] = decodeURIComponent(param.slice(1).join('='));
      return params;
    }, {});

    // change link href
    document.getElementById('creativelink').href = params.clickTag;
  </script>
</body>
</html>

```

Case with measuring interactions (be aware that there is no interaction-trigger element, which should be responsible for interaction measurement)

```

<html>
<head>
</head>
<body>
  <a id="creativelink" target="_blank">
    
  </a>
  <script type="text/javascript">
    var parsed = (document.location.href.split('#')[1]||'').split('&');
    var params = parsed.reduce(function (params, param) {
      var param = param.split('=');
      params[param[0]] = decodeURIComponent(param.slice(1).join('='));
      return params;
    }, {});

    // change link href
    var creativeLink = document.getElementById('creativelink');
    creativeLink.href = params.clickTag;
    // add interaction
    document.getElementById('interaction-trigger').addEventListener("mouseenter", function() {
      window.parent.postMessage('my_interaction_function', '*');
    });
  </script>
</body>
</html>

```

Requirement for ZIP file:

- Must have at least one HTML file
- Should have index.html file
- Main HTML file must be at top level or in root folder
- Can have root folder
- Must not have multiple root folders
- Can have multiple HTML files

Example ZIP folder structure with root folder:

```
+ creative.zip
+--+ /rootfolder
  +--+ index.html
    + image.png
    + style.css
```

Example ZIP without root folder:

```
+ creative.zip
+--+ index.html
  + image.png
  + style.css
```

Example of invalid ZIP with multiple root folders:

```
+ creative.zip
+--+ /rootfolder1
| +--+ index.html
|   + image.png
|   + style.css
|
+--+ /rootfolder2
  +--+ index.html
    + image2.png
    + style2.css
```

Real case example:

Example banner

First we have to open index.html file, and find the place which is a clickable area.

In this case we can find:

```
<div id="tui-animation"><div id="tui-ct"></div>
<div id="tui-8"></div>
<div id="tui-7"><div class='tuirect'></div></div>
</div>
```

So first we surround <div> with our <a> tag.

```
<a id="creativelink" target="_blank">
  <div id="tui-animation"><div id="tui-ct"></div>
  <div id="tui-8"></div>
  <div id="tui-7"><div class='tuirect'></div></div>
</div>
</a>
```

Then we need to implement other necessary scripts.

In this case we need to include before </body> the following code:

```
<script type="text/javascript">
  var parsed = (document.location.href.split('#')[1]||'').split('&');
  var params = parsed.reduce(function (params, param) {
    var param = param.split('=');
    params[param[0]] = decodeURIComponent(param.slice(1).join('='));
    return params;
  }, {});

  // change link href
  var creativeLink = document.getElementById('creativelink');
  creativeLink.href = params.clickTag;
</script>
```

Full code of our index will look like this:

```

<!doctype html>
<html>
<head>
<meta http-equiv="content-type" content="text/html; charset=UTF-8">
<title></title>

<!-- TWEENUUI INCLUDES START -->
<script type="text/javascript" src="js/plugins/CSSPlugin.min.js"></script>
<script type="text/javascript" src="js/easing/EasePack.min.js"></script>
<script type="text/javascript" src="js/TimelineLite.min.js"></script>
<script type="text/javascript" src="js/TweenLite.min.js"></script>
<script type="text/javascript" src="js/TweenUI.js"></script>
<link type="text/css" href="css/TweenUI.css" rel="stylesheet">
<!-- TWEENUUI INCLUDES END -->

</head>
<body style="margin:0px;padding:0px;">

<!-- TWEENUUI ANIMATION START -->
<a id="creativelink" target="_blank">
<div id="tui-animation"><div id="tui-ct"></div>
<div id="tui-8"></div>
<div id="tui-7"><div class='tuirect'></div></div>
</div>
</a>

<noscript>Activate javascript to view TweenUI <a href="http://tweenui.com">mobile banner
creator</a> animations.</noscript>
<script type="text/javascript">
tweenui.init();
</script>
<!-- TWEENUUI ANIMATION END -->

<script type="text/javascript">
    var parsed = (document.location.href.split('#')[1]||'').split('&');
    var params = parsed.reduce(function (params, param) {
        var param = param.split('=');
        params[param[0]] = decodeURIComponent(param.slice(1).join('='));
        return params;
    }, {});

    // change link href
    document.getElementById('creativelink').href = params.clickTag;

</script>

</body>
</html>

```

We can now pack whole creative into folder.