

Adform – HTML5 Standard Takeover (160x600 + 160x600 + 960x180)



Table of Contents

HTML5 Standard Takeover (160x600 + 160x600 + 960x180)	2
User Experience	2
Creative assets	2
Banner asset	2
<i>Top stage:</i>	2
<i>Left/Right stage:</i>	3
Additional Information	4
Other	4

HTML5 Standard Takeover (160x600 + 160x600 + 960x180)

The format consists of the following parts:

- Two 160 (w) x 600 (h) stages for both left and right sides skyscrapers;
- 960 (w) x 180 (h) top stage;

User Experience

A user opens the webpage and sees a 960x180 top banner and two 160x600 skyscrapers in both left and right placements. The banners accommodate a link to the predefined landing page.

Creative assets

The following items are to be delivered by a creative agency:

- Banner assets containing manifest.json file and HTML file zipped together with images, scripts and other material;

Note: manifest.json file and HTML file should be in the root directory of the .zip file.

Banner asset

- Manifest.json file should define the ad dimensions and the HTML file which is used as a banner source

Top stage:

```
{  
  "version": "1.0",  
  "title": "Main asset",  
  "description": "",
```

```

"width": 960,
"height": 180,
"events": {
  "enabled": 0,
  "list": {
  }
},
"clicktags": {
  "clickTAG": "http:\\\\www.adform.com\\site\\"
},
"source": "index.html"
}

```

Left/Right stage:

```

{
  "version": "1.0",
  "title": "Main asset",
  "description": "",
  "width": 160,
  "height": 600,
  "events": {
    "enabled": 0,
    "list": {
    }
  },
  "clicktags": {
    "clickTAG": "http:\\\\www.adform.com\\site\\"
  },
  "source": "index.html"
}

```

- HTML file should include Adform HTML library which enables the banner to receive a clickTAG variable:

```
<script src="http://sl.adform.net/banners/scripts/rmb/Adform.DHTML.js"></script>
```

- The following JavaScript code can be used as a clickTAG value assigned to the banner:

```

<script>
var banner = document.getElementById('banner');
clickTAGvalue = dhtml.getVar('clickTAG', 'http://www.example.com'); //banner will
receive clickTAG value - if not defined, banner will land to example.com
landingpagetarget = dhtml.getVar('landingPageTarget', '_blank'); //landingPageTarget
variable enables to change target from Adform system.

banner.onclick = function() {
  window.open(clickTAGvalue,landingpagetarget); //when banner is clicked it will open
new window directing to clickTAG value
}
</script>

```

Additional Information

In order to deliver HTML5 banners fully compliant with the specs, follow the instructions on *Producing Standard HTML5 banners* in Adform Test and Support Center:

<http://creative.adform.com/support/documentation/build-html5-banners/html5-banner-formats/standard-html-ad/>

Other

For any questions please contact traffic@adform.com