

Adform – HTML5 Standard Takeover (980x400 + Wallpaper)



Table of Contents

HTML5 Standard Takeover (980x400 + Wallpaper)	2
User Experience	2
Creative assets	2
Banner asset	2
Additional Information	3
Other	3

HTML5 Standard Takeover (980x400 + Wallpaper)

The format consists of the following parts:

- HTML stage;
- Wallpaper.

User Experience

A user opens the webpage and sees wallpaper and a 980x400 standard HTML ad in the placement. The ad can offer additional rich media experience. It accommodates a link to the predefined landing page.

Creative assets

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

- Banner asset containing manifest.json file and HTML file zipped together with images, scripts and other material;
- 1680 (w) x 1200 (h) (or as required) wallpaper image file.

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

```
{  
  "version": "1.0",  
  
  "title": "Standard_Leaderboard_980x400_V1",  
  "description": "A standard Leaderboard banner 980x400",  
  
  "width" : "980",  
  "height": "400",  
}
```

```
"events": {
  "enabled": 1,
  "list": { }
},

"clicktags": {
  "clickTAG": "http://www.adform.com/site/"
},

"source": "Standard_Leaderboard_980x400.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