

# Adform – HTML5 InView



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# HTML5 InView

The format consists of an HTML asset.

## User Experience

On the initial visit, the webpage is displayed. On scroll down, the ad stage breaks the webpage's content and appears of size responsive to the width of the screen. The ad can offer additional rich media experience. The banner 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.

**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": "In view format",
  "description": "standard full width page",

  "width" : "480",
  "height": "400",

  "events": {
    "enabled": 0
  },

  "clicktags": {
    "clickTAG": "http://www.adform.com"
```

```
    },  
    "source": "InView_V1.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://test.adform.com/testpage/banner-specifications/html5-banner/standard-html-ad/>

## Other

For any questions please contact [traffic@adform.com](mailto:traffic@adform.com)