

Adform – HTML5 Tap to Call or Mail (300x250)



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HTML5 Tap to Call or Mail (300x250)

The format consists of an HTML asset.

User Experience

A user opens the webpage and sees the 300x250 standard HTML ad in the placement. On tap on the predefined areas the user can either call the indicated number or write an e-mail to the indicated address.

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": "Tap to Call Mail V1 300x250",
  "description": "Banner with dialing and email functionality",
  "width" : "300",
  "height": "250",
  "events": {
    "enabled": 1,
    "list": { }
  },
}
```

```
"clicktags": {
  "clickTAG": "http://www.adform.com"
},
"source": "Tap_to_Call_Mail_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