

HTML5 BANNER PRODUCTION GUIDELINES

1. Overview

HTML5 creatives consist of assets (gif, png, mp4 etc.) and a main html file, which references the assets. These files have to be bundled into a ZIP file. When creating the ZIP file, in order to work correctly with EasyAds Platform you have to respect the following rules:

- Name the main html file "index.html" (without the quote characters)
- Place the index.html file into the root of the ZIP file (do not place it in a sub-folder)
- Place the assets into sub-folders or into the root of the ZIP file;
- Use relative paths to the assets. For example: ``
- If you use a library, please include it into the .ZIP file;
- If you have to use external resources you must use `https://` protocol
- Only use assets used by the HTML5 creative (do not use "orphan" assets)
- Remove default body margin setting style attribute to the body: `body: { margin: 0; }`
- Follow the instructions for adding links to the banner below.

2. HTML5 Banner Details

File type: .zip

Assets types: jpg, jpeg, png, gif, txt, js, json, svg.

Required banner sizes (px): 300x250, 300x600, 728x90, 468x60, 160x600.

Banner (.zip file) weight: up to 150 KB for all sizes.

3. Inserting Links in HTML5 Banners

In order to define a link in the banner which will work correctly with EasyAds Platform you have to insert our dynamic parameter for click correctly and according to your goal.

3.1. Inserting only parameter for click and define the link in the platform (recommended)

Add a link with standard `<a>` html tag and define the EasyAds parameter for click: ` ` and style the `<a>` to be clickable throughout the banner.

In this way the platform will track the clicks and set the link according to the defined link in the platform when uploading or modifying the banner. This is recommended in order to be able to change the link fast and easy without modifying any code.

3.2. Inserting multiple links defined in the banner

In order to track all the links, the parameter for click "_eaclick_" (without the quote characters) has to be implemented correctly before every link in the banner:

```
<a href="_eaclick_ http://yoursite.com/landing\_page\_1" target="_blank">Link 1</a>
```

```
<a href="_eaclick_ http://yoursite.com/landing\_page\_2" target="_blank">Link 2</a>
```

```
<a href="_eaclick_ http://yoursite.com/landing\_page\_3" target="_blank">Link 3</a>
```

All the links should lead to one domain only!

4. Best practices

4.1. Compressing image assets

- 4.1.1. use image files with few colors; indexed png or gif files are much lighter than JPEG files
- 4.1.2. do not use transparency if it is not needed
- 4.1.3. never use heavy file formats such as raw or bmp
- 4.1.4. choose the lowest quality and the maximum compression rate to get the best quality with minimal weight

4.2. Reducing the number of HTTP requests

- 4.2.1. combine all the image files into a single file (spritesheet)
- 4.2.2. use the CSS to point to the image files using their coordinates (X and Y)
- 4.2.3. merge and minify all your scripts in a single file (javascript / css)
- 4.2.4. Using external libraries In your HTML5 creative, you may need visual effects and use common libraries such as jQuery, jQueryUI, jQueryMobile, Adobe Edge, etc. We do not recommend referencing libraries as external libraries, but rather embed the library codes directly (physically) in your HTML5 creative. If you do have to load a resource externally it must be with https://

4.3. Keeping code light and clean

- 4.3.1. use efficient and compact javascript
- 4.3.2. use CSS3 if possible
- 4.3.3. in the CSS, use global class names instead of inline styles for each tag

4.4. Animations

When using animations, a crucial point to consider is performance in order to avoid overwhelming the CPU. Please refer to the IAB's best practices

<http://www.iab.net/media/file/HTML5DAv101.pdf> (page 18).