# HTML5 banners in Smart Ad Server

## Technical specifications

**File size:**All files included the html5 creative does affect to the creative size (images, scripts, fonts and CSS-files). The lower the file size is, the creative and the website where the creative is shown, will be loading faster.

**Initial load:**Use only files which the creative needs to keep initial loading as low as possible.

* Optimize the images and postpone the loading of all heavier files
* let the file loading start by user activation (e.g. mouse over or click)

**Structure:**Html5-file should include one index.html-file. Folder structure is supported, where CSS-files and images are in located their own folders or all the files can be in the same in folder.

**General:**

* html5 creatives must be SSL compatible (https).
* Character set is UTF-8 as default.
* html5 creative should in a be zip-file (rar-format is not supported).
* Links should open in a new window (*target=”\_blank”)*
* Using jQuery is not recommended in the html5 advertising.
* Size of the creative should be defined in a meta-tag information in order to make sure, that the creative is displaying in right size: *<meta name=”ad.size” content=”width=[x],height=[y]”>*

How to define clickTAG on a html-script:

Smart follows IAB recommandations regarding clicks counting for HTML5 creatives. Adserver must be able to identify the click destination so creative must use the javascript "**clickTag**" variable(s) in the index.html file.

 **How to set up one clickTag in the html***var clickTag = "url of the click";*

**How to set up multiple clickTags in the html** *var clickTag0 = "first click url";*

*var clickTag1 = "second click url";*

*var clickTag2 = "third click url";*

**Then creative has to use either of these two variables in html:

*first example:***

*<a id="clickArea"></a>*

*<script type="text/javascript">*

*var clickArea = document.getElementById("clickArea");*

*clickArea.onclick = function(){*

*window.open(clickTag, "blank");*

*}*

*</script>*

***second example:***
*<a id="clickArea" target="\_blank"></a>*

*<script type="text/javascript">*

*var clickArea = document.getElementById("clickArea");*

*clickArea.href = clickTag;*

*</script>*

 **Clients has to add smart's javascript file in the <head></head> section, inside the HTML5 creative to provide the desired behavior:**

*<script src="//ns.sascdn.com/diff/templates/js/banner/sas-clicktag-3.1.js"></script>*

**Thing to notice**
If creative is using clickTag like in second example (var clickArea = document.getElementById("clickArea"); clickArea.href = clickTag;) this is necessary to wait for the clicktag library initialization. It means that the smart javascript library must first replace javascript clicktag variables by smart click counter and then ad can be rendered.

**How the ad will know when initialization is completed?**Just register the "init" function - it will callback when clicktag library finish task, e.g.:

*<script>*

*function init(){*

*/\* this is a customer function which start building the ad \*/*

*}*

***sas.clicktag.register(function(){***

*init();*

***});***

*</script>*

## More information about the topic

**Smart, HTML5 creatives best practices**<https://support.smartadserver.com/s/article/HTML5-creatives-best-practices>

 **Smart, HTML5 click management**

<http://help.smartadserver.com/specifications/#HTML5%20clicks%20management.htm>

**IAB HTML5 Ad Validator 1.0:**
<http://html5.iabtechlab.com/>

**IAB HTML5 for Digital Advertising v2.0:**
<https://www.iab.com/guidelines/html5-for-digital-advertising-guidance-for-ad-designers-creative-technologists/>

If you require more help we can offer you and your organization technical AdOps support. Please contact support@relevant-digital.com or +358 45 123 3886 and let’s talk how we can support and help you grow your ad business.