

HTML5 specifications

1. Banner formats

The following standards apply to all formats with a fixed size, i.e. fixed height and width, analogous to the IAB advertising media standards for standard advertising formats, with the exception of advertising media that overlay, proportionally or freely scale the content of the web pages (e.g. sidebar, see: <http://www.werbeformen.org>).

2. File size

HTML5 advertising media, like websites, consist of several elements that cannot be combined and compressed in a file in the same way as Flash. These are

- HTML files
- CSS FILES
- Libraries (Javascript, JQuery, etc.)
- Images
- videos

In order to avoid unnecessary delays in the creation of the website and the advertising material, it is important to ensure that the individual elements of the HTML5 advertising material are kept as small as possible, both in terms of number and file size, in order to minimize server processes/requests (server requests). For this purpose, compilation methods of the code and code optimizations in a file must be applied.

The following limits must be observed:

- 200 kB physical, unpacked
- 200 kB as redirect
- max. 2 MB downloaded (polite download)

This must be achieved through compression and optimization processes as well as through the sparing use of animations and the integration of external elements such as fonts and libraries, which are also added to the file size. Subdirectory structures should be avoided.

3. HTML5- close button for layer advertising media

See here: <https://github.com/Unitadtechnologystandards/HTML5Lib/tree/master/close>

4. Click tags (IMPORTANT)

The spelling for click tags is: clicktag

The spelling for multi-click tags is: clicktag, clicktag2, clicktag3 <n>

The following lines of code are to be integrated into the HTML5 advertising material for transferring the click tags

The function returns all GET parameters that are transferred to the file:

```
<script>
var getUriParams = function() {
var query_string = {}
var query = window.location.search.substring(1);
var parmsArray = query.split('&');
if(parmsArray.length <= 0) return query_string;
for(var i = 0; i < parmsArray.length; i++) {
var pair = parmsArray[i].split('=');
var val = decodeURIComponent(pair[1]);
if (val != "" && pair[0] != "") query_string[pair[0]] = val;
}
return
query_string; }());
</script>
```

Example HTML and assignment of links: 2 HTML links without assigned links:

```
<a href="#clicktag" id="clicktag">IAB clicktag</a>
<a href="#clicktag2" id="clicktag2">IAB clicktag</a>
```

These Javascript lines can then be used to assign the click tags to the HTML elements:

```
<script>
document.getElementById('clicktag').setAttribute('href', getUriParams.clicktag);
document.getElementById('clicktag').setAttribute('target', getUriParams.target);
document.getElementById('clicktag2').setAttribute('href', getUriParams.clicktag2);
document.getElementById('clicktag2').setAttribute('target', getUriParams.target2);
</script>
```

Function test of the clicktag GET parameters for transfer to the advertising material. The advertising material should be tested by the creative agency for functioning clicktag transfer so that unnecessary feedback loops can be ruled out.

Test:

html5werbemittel.html?clicktag=%LANDINGPAGE%

%LANDINGPAGE% is to be replaced with a test target page and must be passed URL-encoded (encodeURIComponent function)

Example of %LANDINGPAGE%:

html5werbemittel.html?clicktag=https%3A%2F%2Fwww.finanzen.net

See here: https://github.com/Unitadtechnologystandards/HTML5Lib/blob/master/clicktag/creative_clicktag.md

5. Backup image, browser compatibility

If a browser does not support a special feature or a library used in the advertising material, a fallback JPG/GIF defined in the advertising material should be displayed. If the advertising material is not supported by IE 9, for example, the agency must ensure that the fallback is displayed in this browser. The creative agency must test the advertising material on all common browsers and inform the marketer of any browsers to be excluded.

6. Graphic compression

Graphics must be optimized in terms of file size. The use of PNG crushers and the use of scalable vector graphics is recommended.

7. Video

Videos in HTML5 advertising media are integrated via the <video></video> tag. Ads with videos must be provided with a preview image (poster), the video starts through user interaction (click-to-play). After editorial approval, it is possible to provide the video with autoplay.

Please note that no clicktags can be placed on videos on mobile devices. The clicktag must be placed on an area outside the video. The video must be optimized in terms of quality and file size and must be streamed in a suitable server environment.

- Max. Video file size = 4 MB

The video must be made available in both H264/mp4 and VP8/WebM.

Code example:

```
<video controls height='640' width='360'>
  <source src='yourVideo.mp4' type='video/mp4' />
  <source src='yourVideo.webm' type='video/webm' />
</video>
```

8. Animation

With animations, care must be taken to ensure that they do not place an unnecessary load on the client CPU.

Several animations running in parallel and overlapping transparent graphics should be avoided.

The use of CSS3 or Javascript animations should be chosen with consideration for CPU and GPU utilization.

9. Delivery

The HTML5 advertising material is delivered as a zip file for each banner element. For example, a wallpaper consists of 2 banner elements, 2 zip files would be required. Each zip file contains all objects of the advertising material or banner element, with the exception of externally loaded libraries, videos or fonts. The zip file(s) must contain an index.html file as a starting point and all integrated scripts and all objects contained in the zip file(s) must be relatively linked.

Alternatively, a redirect can be supplied. All the above requirements also apply here, e.g. file size, number of files.

Delivery is to be made physically or as a redirect, depending on the marketer