JavaScript Creatives (HTML5) Requirements

- Creative must be **full SSL compliant** (all requests from https). The landing page also **https**.
- RM creative main **index.html** file has to have a campaign **landing page URL** (click URL):
- RM creative **must have ClickTag macros**, one of {CLICK_URL}, {CLICK_URL_ENC}, {CLICK_URL_ASYNC}.
- Click tag has to be inserted in the main RM creative file (if it's HTML5 - index.html file; if it's a JavaScript tag - main JS tag).
- Recommended RM banner sizes: **300x250px** and **320x480px.**
- All creatives must open the landing page (click URL) in a new tab/window. The target window for the click-through URL must be set to **"_blank"** so the click-through will open in a new window. Do not leave the target statement undeclared.
- Ads must remain static after **30 seconds.**
- Creatives may not exceed a **150Kb initial load**. The total download cannot exceed 5MB.
- Rich Media creative code has to be valid and pass validator - https://validator.w3.org. Also no errors in the browser console.
- For Google Web Designer or GWD requirements. Please read this article: Google Web Designer banner creation.

Notes:

- JavaScript (JS) creatives are supported as HTML5 uploads or as tags from recognized third-party ad servers, following our Creative Compliance Guidelines.
- We are using our own DSP/RTB platform to serve ads. We don't use any third-party ad server (i.e. DFP).
- Tags must be sent on a plain text file. No copy-paste from email, spreadsheet files, etc.

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