

# JavaScript Creatives (HTML5)

HTML5 - a banner type of creatives, that created using JavaScript, HTML, and CSS. They can include images, animations, videos, or any combination of these elements. The creatives can support a variety of engagements: taps, shakes, clicks, etc.

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## HTML5 (js) creative requirements:

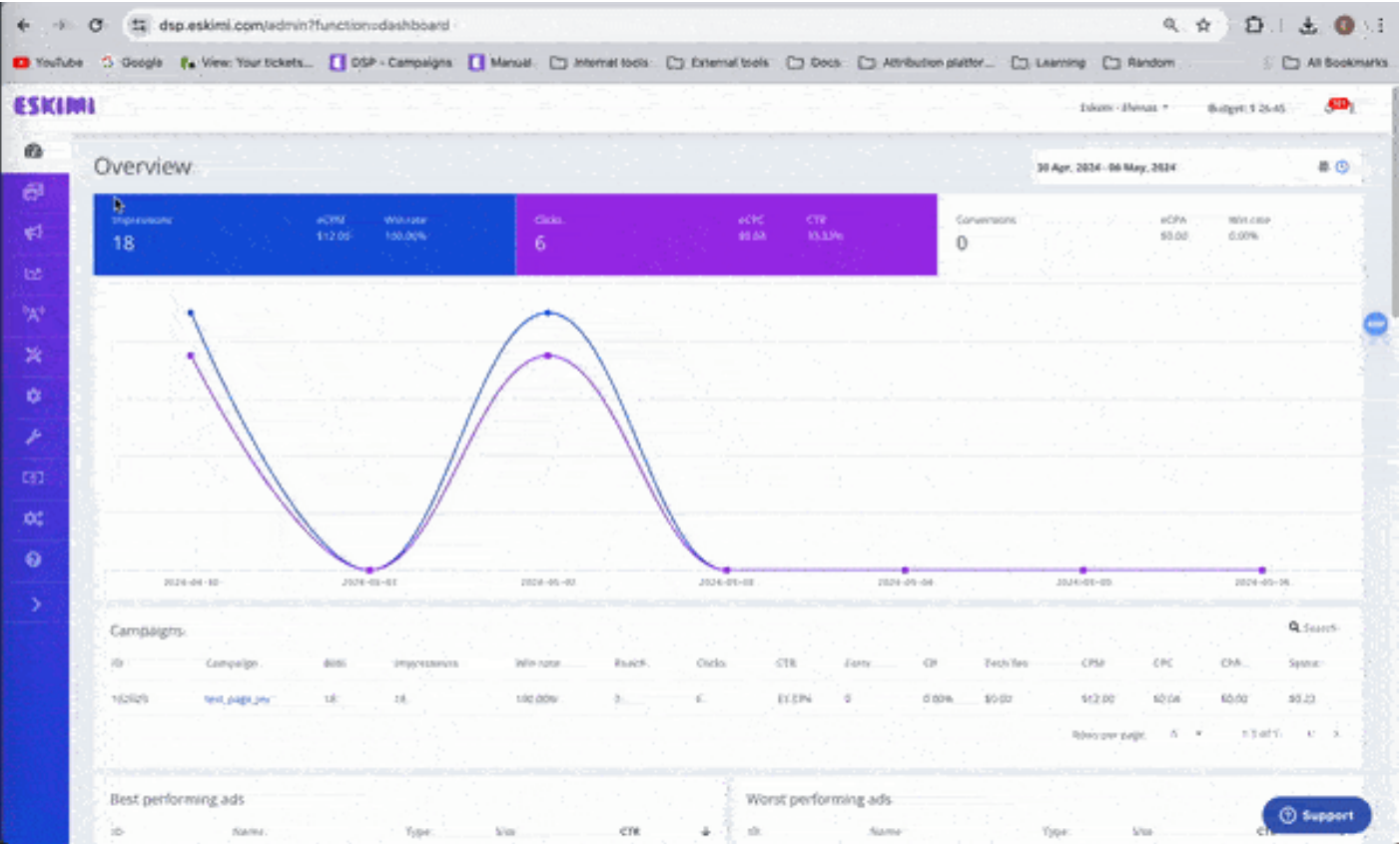
- Creative must be **full SSL compliant** (all requests from https). The landing page also https
- HTML file must be called as **index.html**
- HTML5 creative **must have ClickTag macros**, one of {CLICK\_URL}, {CLICK\_URL\_ENC}, {CLICK\_URL\_ASYNC}. Click tag has to be inserted in the main RM creative file (if it's HTML5 - index.html file; if it's a JavaScript tag - main JS tag).
- 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 **150K initial load**. The total download cannot exceed 5MB.
- HTML5 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](#).

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## HTML5 (js) creative uploading process:

Step 1: Log in to your DSP account, go to Creative Sets



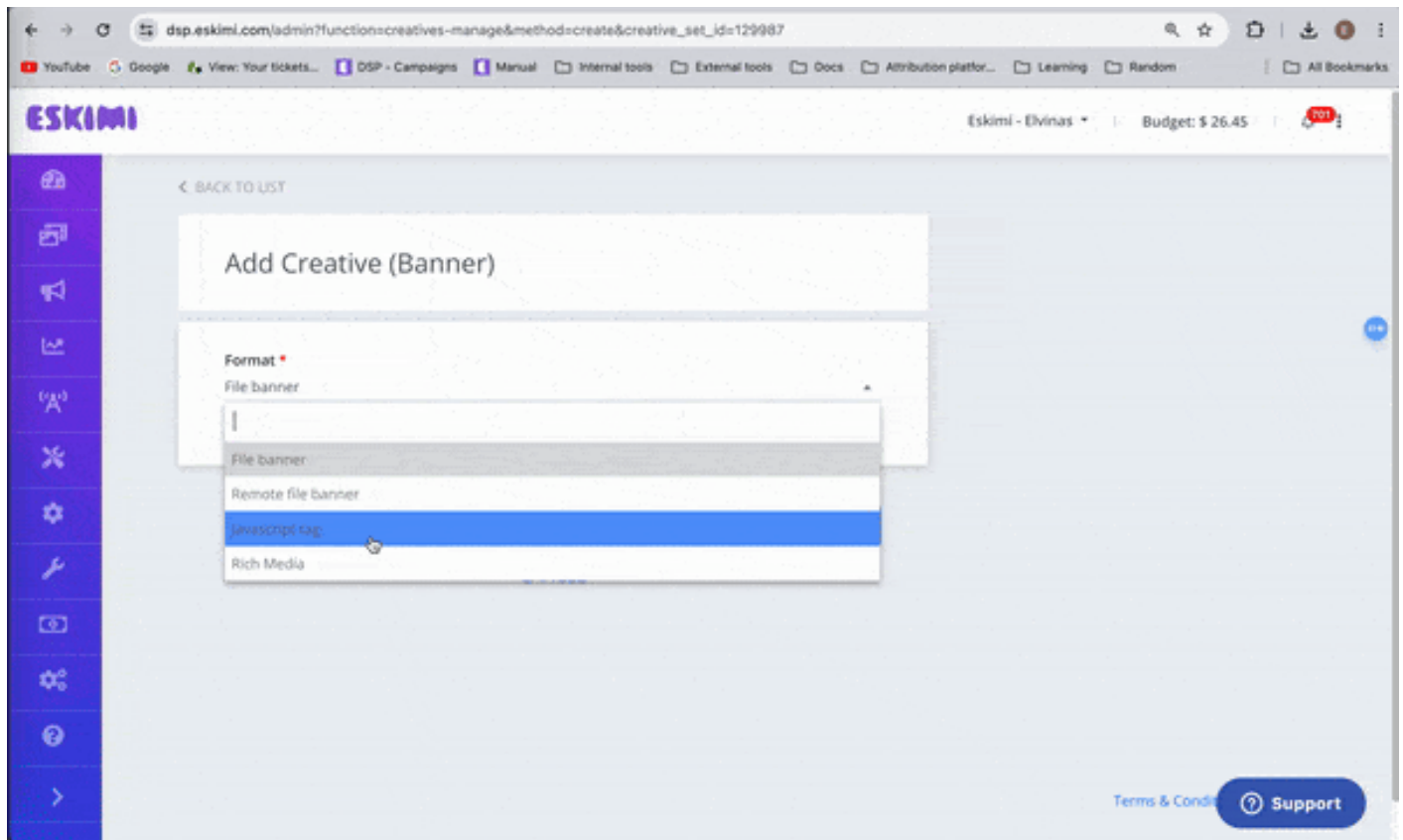
Step 2: On the new page click "Add creative set"

Step 3: On the next page indicate the creative sets Title and select the Banner format.

The screenshot shows the 'Creative sets / Creatives' page in the ESKIMI dashboard. It features a filter section with a dropdown for 'Creative format'. Below this is a table listing creative sets. The table has columns for Title, Creative format, Creative count, Status, and Created at. There are seven rows of data, all with 'Banner' as the creative format. The last row is for 'Spin2win'.

Title	Creative format	Creative count	Status	Created at
test	Banner	0	Active	2024-05-06 16:16:36
test	Banner	0	Active	2024-05-06 16:14:30
test	Banner	1	Active	2024-05-06 15:56:15
test	Banner	1	Active	2024-05-06 15:48:05
test	Banner	0	Active	2024-05-06 15:12:28
test	Banner	2	Active	2024-05-06 15:09:08
Spin2win	Banner	9	Active	2024-04-29 13:18:00

**Step 4:** Then select Javascript tag format and click "Continue".



**Step 5:** You will see 2 ways to upload the creatives.

1. **Direct JS tag upload** - For this method you just need to enter the size of the creative and PASTE the JS code in the code block.

### Floating ad support

☐ Tag is floating ad

☒ Minify tag

Width \*

300

Height

Height \*

50

Upload zip

Choose files

JavaScript tag \*

+ Insert macro

```
1 <!DOCTYPE html>
2 <!--
3     NOTES:
4     1. All tokens are represented by '$' sign in the template.
5     2. You can write your code only wherever mentioned.
6     3. All occurrences of existing tokens will be replaced by their
7       appropriate values.
8     4. Blank lines will be removed automatically.
9     5. Remove unnecessary comments before creating your template.
10 --><html>
11 <head><base href="https://dsp-media.eskimi.com/upload/rm/upload
12 /6638c86ef1b49/Fenikss_S 300x50/" target="_blank"><meta http-equiv
13 ="Content-Type" content="text/html; charset=UTF-8">
14 <meta name="ad.size" content="width=300,height=50">
15 <script type="text/javascript">
16     var clickTag = "https://www.feniksscasino.lv/lv";
17     &acirc;&#128;&#139;</script>
18 <meta charset="UTF-8">
19 <meta name="authoring-tool" content="Adobe_Animate_CC">
20 <title>Fenikss_S 300x50</title>
21 <!-- write your code here -->
22 <script src="https://code.createjs.com/1.0.0/createjs.min.js"></script>
23 <script src="https://dsp-media.eskimi.com/upload/rm/upload
24 /6638c86ef1b49/Fenikss_S%20300x50/Fenikss_S%20300x50.js"></script>
25 </script>
```

2. **Click on Mass File Upload** (used for single creative uploads as well) -> click on Choose File -> select creatives you want to upload. The creatives size will be detected automatically if it's visible in the index.html file.

### SafeFrame support

☐ Enable SafeFrame

### Floating ad support

☐ Tag is floating ad


☒ Minify tag

## JS tag upload

## Mass file upload

### Upload zip

Choose files

1 Fenikss_S 300x50.zip	Width * 300	Height * 50	 
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Revision #15

Created 27 January 2021 11:48:10 by Alina

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