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.
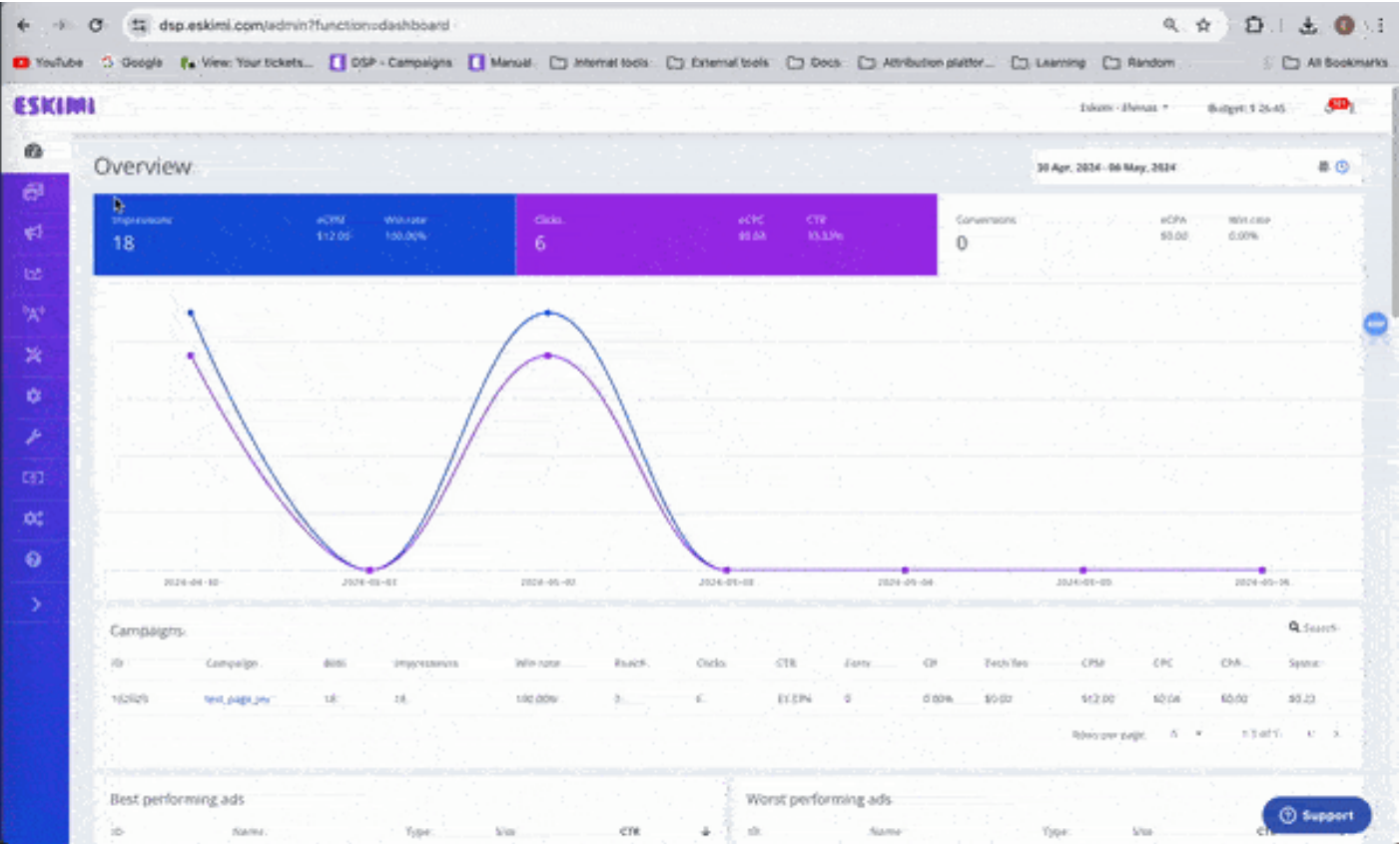
HTML5 (js) creative requirements:

- 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](#).

HTML5 (js) creative uploading process:
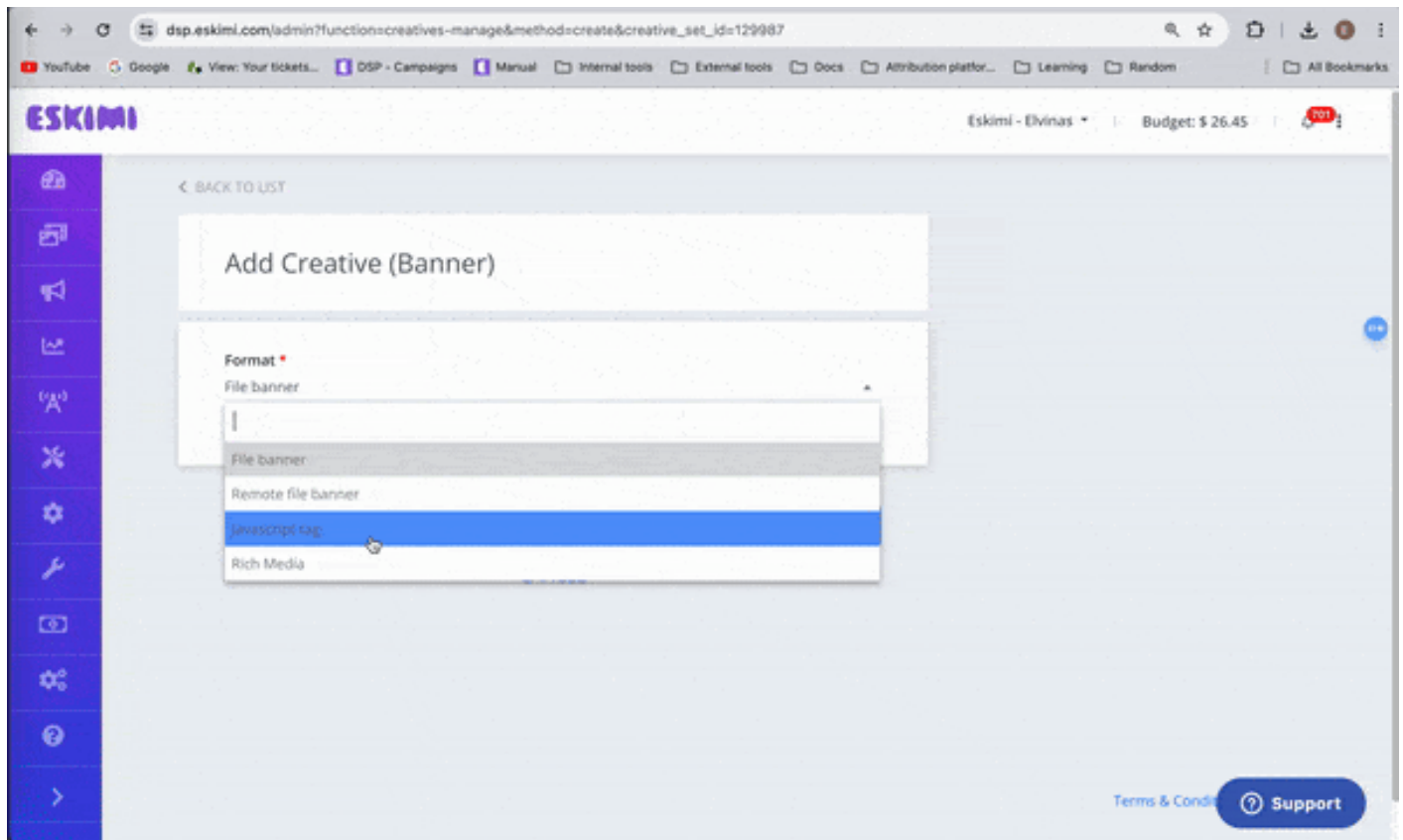
Step 1: Log in to your DSP account, go to Creative Sets

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.

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
            appropriate values.
 7      4. Blank lines will be removed automatically.
 8      5. Remove unnecessary comments before creating your template.
 9  --><html>
10  <head><base href="https://dsp-media.eskimi.com/upload/rm/upload
        /6638c86ef1b49/Fenikss_S 300x50/" target="_blank"><meta http-equiv
        ="Content-Type" content="text/html; charset=UTF-8">
11      <meta name="ad.size" content="width=300,height=50">
12      <script type="text/javascript">
13          var clickTag = "https://www.feniksscasino.lv/lv";
14      &acirc;&#128;&#139;</script>
15  <meta charset="UTF-8">
16  <meta name="authoring-tool" content="Adobe_Animate_CC">
17  <title>Fenikss_S 300x50</title>
18  <!-- write your code here -->
19  <script src="https://code.createjs.com/1.0.0/createjs.min.js"></script>
20  <script src="https://dsp-media.eskimi.com/upload/rm/upload
        /6638c86ef1b49/Fenikss_S%20300x50/Fenikss_S%20300x50.js"></script>
21  <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 | 🔍 ✕ |